

# PRESS INFORMATION

# ICEHOTEL

*Every year, when Torne River turns to ice a new Icehotel is created in the small village of Jukkasjärvi in the north of Sweden. The ice of the river transforms to design and architecture at Icehotel, an art project and the world's first, and largest hotel built of snow and ice.*

*Since 2016, right next to the winter open hotel of ice, you'll find the year-round open part of Icehotel, which runs on solar power and is housing eighteen art- and luxurysuites of ice and snow, an ice gallery and Icebar by Icehotel Jukkasjärvi.*



A photograph of the interior of an Ice Hotel. The scene is dimly lit with a cool blue tone. In the upper left, a large, ornate chandelier made of ice hangs from the ceiling. To the right, a wall is covered in a dense arrangement of ice flowers or shells, each with a small light inside. In the foreground, a large, multi-tiered ice structure, possibly a fountain or a bed, is visible. The background shows a long, arched hallway with ice pillars and a bright light at the end. The text "WELCOME TO ICEHOTEL" is overlaid in the center in a bold, white, sans-serif font.

# WELCOME TO ICEHOTEL

PHOTO: ASAF KLIGER





PHOTO: ASAF KLIGER

**W**here the midnight sun blazes during summer and doesn't rise above the horizon during two weeks in winter, you find the small village of Jukkasjärvi. Here, 200 kilometer north of the Arctic Circle, the nature is untouched with about 6 000 lakes and six grand rivers. One of the rivers is the Torne River, that every year supply ICEHOTEL with ice enough ice to build an entire hotel. The truth is that ten seconds water flow in Torne River is equivalent of 4 000 tons of ice, ice enough to build four ice hotels.

**ICEHOTEL thrives 365** days a year and the guests are welcome to sleep in rooms created by ice and snow all year long in the permanent part of ICEHOTEL. The unique experience can be combined with the tranquility of nature and exciting adventures. Cycling, river rafting, ice sculpting and fishing are some of the activities that are offered – under the sun, which shines through day and night for 50 consecutive days during summer. When the fall becomes winter an unique ICEHOTEL opens and activities such as skiing, husky sledding, northern light tours and ice sculpting are on the agenda as well as sleeping in the unique

hotel and art project totally made of ice and snow – the ICEHOTEL.

**ICEHOTEL is in** the business of creating experiences. Perhaps the obvious field is travel related experiences on site in Jukkasjärvi. But, the business also works with refining natural ice, art and design products and services for export. In Jukkasjärvi over sixty creative people are working year round to bring together experiences, ideas, blueprints, artists' applications and deliveries of ice. During the years ICEHOTEL has created new ice bar interiors at the permanent ice bars in Stockholm and London, ice installations at Milan Design week, ice products for Chanel and BMW in South Africa to name a few.

**Since its very** beginning, ICEHOTEL has explored art with natural materials – mostly ice and snow, but also wood and magnetite. The creative team specialises in ephemeral art – installations that exist only for a limited period of time and then disappear or change shape.



*“We appreciate each hotel  
in its own way, but at the  
same time, knowing that  
you can try out a new idea  
next year is very liberating  
– it has an interesting effect  
on creativity.”*

LUCA RONCORONI, CREATIVE  
DIRECTOR, ICEHOTEL

# 70 000

Every year Icehotel is visited by 70 000 guests from all over the world.

# 2 500

Number of ice blocks harvest from Torne River. Each ice block weights two tons.

# 365

The permanent part of the hotel, Icehotel 365, offers 9 Deluxe Suites and 11 Art Suites made from ice and snow year-round.

# 2 100

The permanent part of Icehotel is 2100 square meters and beside the Art- and Deluxe Suites it contains an ice bar and an ice gallery, open year-round.

# 200

Around 200 artists apply to join the creation of Icehotel every year.

# 80

Number of wedding ceremonies at Icehotel, surrounded by snow and ice.

# 1

Icehotel was the first hotel of its kind in the world. Every winter for over 30 years Icehotel is reborn in a new guise.



THE PERMANENT PART OF ICEHOTEL

# ICEHOTEL 365



PHOTO: ASAF KLIGER





PHOTO: ASAF KLIGER

**F**or almost 30 years, Icehotel has been created while Torne River freezes and melted in spring. The hotel can since 2016 offer a year-round ice experience thanks to solar panels – something that’s unlike anything else in the world.

**The permanent part** of Icehotel is a specially designed 2 100 square meter ice art hall, which includes ice and snow-suites, bar, ice gallery/event hall – open 365 days of the year and run on solar power from the midnight sun. It’s a permanent construction and accommodates nine Deluxe Suites with private sauna, bathroom and relax, nine Art Suites, an ice gallery and Icebar by Icehotel Jukkasjärvi; all hand carved by select artists from around the globe.

**The indoor temperature** is set on a constant minus five degrees Celsius and the refrigerating plant that makes sure the hotel stays cool during the summer is powered by energy from solar panels.

200 km north above the Arctic Circle, the sun is shining for the equivalent of 50 consecutive days during the summer months. The solar panels harvest this almost constant daylight, which gives an energy surplus that is used for powering other buildings like restaurants, offices and warm rooms.

**The Arctic nature** and environment are a huge source of inspiration and a necessity to create Icehotel year after year. The sun that previously melted the art is now what makes the year-round experience possible and gives guests the option to combine a night in sub-zero degrees with dog sled and northern lights or a boat tour on the river under the midnight sun – on nature’s terms.

**The year-round** open part of Icehotel opened in November 2016 and the architect was the Swedish architect and sustainability designer Hans Eek.



# THE MAKING OF ICEHOTEL





**W**hen winter is at its darkest and coldest hour, artists from all over the world arrive to the village of Jukkasjärvi. They come to take part in the shaping of the art exhibition in snow, ice and light that constitutes Icehotel. The makers? Well, it changes from year to year but graphic designers, architects, industrial engineers, artists – the list goes on. The principal aim for the creative team at Icehotel is to seek out truly original ideas for new suites and art work for each reincarnation of the hotel. Every year Icehotel goes out with an open call for new ideas.

**Since the hotel** provides instructors and tools for the actual sculpting, there are no prerequisites for applying – all that matters is your idea, and that you're able to join the symposium to create the suite in person. A panel of artists and ice experts evaluates the applications based on originality of ideas and with the overall composition of exhibition – looking for breadth and interesting contrasts between different contributors' concepts ideas. Between 15-20 applications are accepted and invited to come to Jukkasjärvi in November to build their design. About half of them

have participated in the past, but half of them are new to experience – most of whom are new to sculpting in ice and snow and some are new to snow and colder climes all together. Assisting in their creations, a team of experienced artists acts as support throughout the construction process. In addition to the art suite designers, a number of experienced ice artists with documented skill and technical knowledge are given the honorary assignments to design the public areas of the hotel, including the main hall, the church, luxury suites and the bar. The final touch is the light design – as most of the art work is transparent, light adds an important dimension to the end result. A team of light designers work closely with the creators of each room in the hotel to ensure the lightning interprets and enhances the art work in the best way possible.

**When the hotel** melts in the gazing spring sun, the ice turns into water and returns to the Torne River again. What's left is the twenty suites made of ice and snow inside the permanent part of Icehotel, which can be experienced all year round.



*“To create a suite at Icehotel is genuine, excruciatingly tough, magic and absolutely lovely all at the same time. The art is preserved in the walls for a few months, a human imprint that slowly melts away. It’s fascinating to see everyone gathering here during the building period, and the people who return time and time again to create another Icehotel, year after year.”*

ANNASOFIA MÅÅG, ARTIST  
ICEHOTEL



# NIGHT ON ICE



PHOTO: ASAF KLIGER

ARTISTS: FABIEN CHAMPEVAL & FRIEDERIKE SCHROTH



PHOTO: ASAF KLIGER

**E**very year about 70 000 guests, from all over the world, are experiencing Icehotel. There are two ways of spending the night, in the hotel rooms made of ice and snow or in the warm cabins. Most of the people who visit Icehotel stay one night in “cold” accommodation and the other nights in the warm hotel accommodation. The temperature in the “cold” rooms never drops below -5 Celsius (23 Fahrenheit), but how to survive a night on ice?

**When arriving to** Jukkasjärvi and Icehotel, guests are checked in at a separate desk in a building adjacent to Icehotel. This building is exclusive for guests staying in the cold accommodation and works as a convenience hub – there is no storage or plumbing inside Icehotel except for in the deluxe suites, so all these facilities are housed in here. There is also a sauna and a relaxation area with a roaring fire and hot lingonberry juice on tap. This area is staffed and

open 24 hours. The receptionist helps with warm outer clothing and shows the guests around the building. An Icehotel guide holds a “survival course” in the evening, for guests staying the night in the hotel. The introduction includes the guide informing guests on how to dress appropriately and how to make the bed with the Arctic sleeping bags. The sleeping bags are made for temperatures as low as -25° C (-13° F), but the temperature inside the hotel never drops below -5° C (23° F) so they are more than sufficient to keep guests warm. There are no doors to the art suites, snow and ice rooms, so in the morning, a member of staff draws the curtain that covers the doorway and wakes the guests up with hot lingonberry juice in bed. When checking out or moving into warm accommodation, guests are given a diploma stating the date and temperature inside and outside Icehotel on the night that they stayed there.



*“Many of our guests have neither slept in a sub-zero hotel, nor in a sleeping bag before – so some of them are slightly nervous before it’s time to go to bed. But they usually wake up in the morning, pleasantly surprised of how good they slept in the crispy air!”*

JENNY ANDERSSON, GUEST SERVICES,  
ICEHOTEL

# THE CONTRASTS OF THE SEASONS



PHOTO: ASAF KLIGER



PHOTO: ASAF KLIGER

**T**he Sámi divide the year into eight seasons to reflect the great and swift transformations that we see over the year in Jukkasjärvi. Northern lights, fluffy white landscapes and extreme temperatures down to minus forty degrees Celsius stand in sheer contrast constant flow of sunlight and mild temperatures of summer. Come fall, the golden September hues and the first Auroras of the season appear. Even within each season, there are great contrasts. The permanent part of Icehotel is a concept to present and package the ice experience in new and interesting ways, and catering to a wider audience. Every season comes with its contrasts and since November 2016, all seasons can be combined with a night in sub zero temperatures.

### Fall: August to September

After almost two months of constant daylight, we welcome the return of nightfall in front of the open fire. The first northern lights of the season appear, the birch and shrub give the evergreen spruce golden accents. As the sun rises on beautifully crisp mornings, an ethereal mist floats over the river. The cool and often clear days make it popular for hiking, fishing and river rafting.

### Winter: October to February

Temperatures creep down and the landscape is enveloped in thick layers of fluffy snow. In the sky, you can see the northern lights and the pastel midwinter daylight, Kaamos. Visitors sample the Arctic lifestyle and try snowmobiling, dog sledding or reindeer racing.

### Spring: March to April

As the Spring Equinox approaches, days get longer and milder. This is the favorite time of year for most Kiruna natives as it is an ideal time to enjoy Nordic skiing, ice fishing or just soaking up the spring sun on a reindeer skin in the snow. It is also the season for ice harvest – after growing thick under months of wind and snow, the natural ice from the Torne river is ready to be harvested.

### Summer: May to July

Summer like you've never experienced it before. Mother Nature knows how quick it flies by and with the help of the midnight sun, the snow has barely melted away before the birch bursts into bloom. Mild days, sunlit nights, wild berries, newborn reindeer calves and the scent of newly tarred wooden boats. Just nature, adventure and silence.

# THE STORY



PHOTO: CHRISTOPHER HAUSER





PHOTO: ASAF KLIGER

**H**ere in Jukkasjärvi we live with Torne River as a natural part of everyday life. The river has created a gathering place – the name Jukkasjärvi derives from the Sámi language and means “meeting place by the water”.

**The river was** also the core when the idea to Icehotel was born. The summers in Jukkasjärvi were popular among tourists and a variety of activities such as river rafting and other wilderness activities were arranged, but the winters were long and cold. But Yngve Bergqvist, that later founded Icehotel, got an idea. Inspired by the Japanese ice sculpting tradition and with the help of two professional ice sculptors from Japan as instructors; he invited artists to attend a workshop in Jukkasjärvi in 1989. This marked the start of an almost 30 year long journey with the Torne River- the worlds first Icehotel. Inspired by the workshop, the following winter saw the first ever ice structure - an

especially designed igloo built using mold technique was constructed on the frozen Torne River. The 60 m<sup>2</sup> igloo was intended to as an art gallery and was named ARTic Hall. The following winters, ARTic Hall attracted considerable attention. It was used not only to display art, but also for church services and film show cases. Bergqvist and his associates also opened a bar inside the hall, and even tried sleeping in sub-zero temperatures.

The igloo had grown to measure 250 m<sup>2</sup> in size; the building technique was refined and patented in Sweden and Norway.

**One night,** a party of guests asked if they could stay in ARTic Hall. They were equipped with reindeer skins and sleeping bags, and woke up enthralled by the experience. It was never intended for ARTic Hall to become a hotel, but after this experience the idea to Icehotel was born.

# NATURE IN CHARGE



PHOTO: ASAF KLIGER





PHOTO: ASAF KLIGER

**N**ature is an intrinsic part of Icehotel – an inspirational playground and the source of the building material for the hotel. Icehotel is located on the bank of one of the cleanest waters in Europe – the water is in fact so clean you can drink it straight from the river bank. Nowadays Icehotel is no longer just located in Jukkasjärvi – through projects with partners and clients around the world, the Torne River has become one of the world's most traveled rivers. Today, the company harvests about 5 000 tons of ice per year and environmental impacts of logistics such as harvest, storage and transportation are important to consider.

**When the ice** is harvested from the river in spring, it is kept in the storage halls until it is used for building next year's Icehotel, or for other items and orders. Since this is located on-site and in an Arctic climate, there are virtually no emissions associated with transporting the ice from source to storage location,

and the storage halls are chilled naturally for most of the year thanks to the cold winter months so they are very energy efficient. From 2016 Icehotel is cooled with help from the sun, as our solar panels will harvest the almost constant daylight over the summer months. The sun stays up from the middle of April until the middle of August and amid winter the need for cooling is minimal. 800 square meters of solar panels are placed on the ice storage's roof. It gives us an energy surplus, which we can use to power other buildings like restaurants, offices and warm rooms.

**In terms of** transportation to partners, events and clients around the world, Icehotel works closely with environmentally engaged suppliers and seeks to coordinate logistics with empty return transports headed south as far as possible in order to minimise emissions.





**ICEHOTEL has taken** a number of steps to reduce its effect on the environment, including minimising emissions from transports and deliveries by choosing local producers and managing more services on-site. Since 2008, the company has implemented energy-saving schemes across the hotel facilities in collaboration with energy partner Gävle Energi, including electricity, heating and water usage by staff and guests. Icehotel monitors its energy consumption and environmental impact carefully and strive to encourage sub-suppliers to meet the same environmental standards in the products and services that Icehotel uses.

**ICEHOTEL offers guests** a number of experiences in the beautiful natural surroundings of Jukkasjärvi and

take great care to ensure that these activities are sustainable and don't harm the grounds or the people who live there. The adventure team uses equipment from contractors who are leading in their fields within environmental sustainability, and Icehotel can also offer a wide range of wilderness experiences with zero use of electricity or non-renewable fuels, for example skiing, ice sculpting, kayaking or stand up paddle board and fishing. The hotel works closely with local land-owners and Sami villages to continuously maintain sustainable levels of land use.

**ICEHOTEL is built** by pure ice and snow, a generous loan from Mother Nature. When it melts in the spring, our loan is returned to the Torne River and every part of Icehotel is gone.



**ICEHOTEL**



## **CONTACT**

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