

Age: 18 years  
Place of birth: Jukkasjärvi, Sweden  
Education: Learning by doing  
Interests: Magic, fantasy  
Current profession: Hospitality  
Character: Seemingly cold, surprisingly warm  
Languages: Multilingual  
Latitude: 67°51'N  
Longitude: 20°35'E  
Area: 6,000 m<sup>2</sup>  
Composition: Frozen water  
Given name: ICEHOTEL®







When the snow cannons fire up every November in Jukkasjärvi, it's not in preparation for the ski season. The water that is pumped from the crystal clear currents of the nearby Torne River and then flung into the frozen air has another purpose altogether: the snowflakes that form and then fall to the ground become the basic building material for a seasonal structure that draws worldwide attention to this remote part of the globe. When the familiar hum of the snow cannons is once again heard in this Arctic wonderland, it means that the rebirth of ICEHOTEL is underway.

The construction of the hotel is an annual feat that incorporates the expertise and experience of builders, designers and artists from all over the world. From start to finish, ICEHOTEL takes an average of six weeks to create – a short building period that makes for a unique experience for those involved each year.

Over the years, the focus on the art at ICEHOTEL has become increasingly more intense, and, as a result, the art is today world renowned and highly appreciated. Open for visitors to tour during the day, ICEHOTEL is more than just a huge igloo for nighttime slumber – it is a museum that showcases the work of artists from all walks of life. The ICEHOTEL Art & Design Group begins the art selection process in the summer months, long before the temperature drops and the snow falls.

The Art & Design Group is in charge of reviewing applications that are sent in from interested artists. Taking into consideration design, architectural possibilities, aesthetic potential and artist backgrounds, a special jury selects designers from this pool of submissions and invites them to create Art Suites at ICEHOTEL. In the months that follow, before building begins, an exchange of information occurs between the Art & Design Group and the chosen artists, in order to assure that the issues surrounding the creation of each suite are resolved before the artists arrive and begin their work. Among other things, lighting designs are discussed, ice and snow orders are placed and special circumstances are addressed. The goal of the Art & Design Group is to make sure that the designers, many of whom have never worked with ice or snow before, are comfortable when they arrive and are armed with the information and support that they need in order to turn their proposed suite into reality. This season, the 20 ICEHOTEL Art Suites were built and designed by 31 artists from 13 countries.

In addition to the Art Suites, the ICEHOTEL Art & Design Group also offers this year's guests 10 Design Suites. The Design Suite concept is new for this year, and utilizes in-house ICEHOTEL designers and builders who have taken a variety of themes, ranging from Japanese to Sami, and implemented them into the creation of these special rooms. The total number of rooms in this 18th reincarnation of ICEHOTEL (including Art and Design Suites, the Deluxe Suite, and the standard and group rooms) comes to 91.

The ICEHOTEL Art & Design Group is also responsible for the design and construction of many of the common areas of the ICEHOTEL grounds. Each year, the group sends out requests to veteran ICEHOTEL artists, inviting them to submit drawings for the Ice Church, the Reception, ABSOLUT ICEBAR JUKKASJÄRVI, the Main Hall and the Art Suite Deluxe. The Art & Design Group also commissions additional artwork, both inside and outside the hotel.



This year, the focus on lighting was a key issue behind the planning and design of ICEHOTEL. In addition to relying on the seasoned expertise of the in-house ICEHOTEL lighting designers and electricians, outside collaboration was encouraged with hopes of shedding even more light on and through the crystal clear Torne River ice. Among these outside contributions in lighting was the creation of the *Lighting Design in Winter Landscape and Buildings* course at the Royal Institute of Technology in Stockholm, which gave students the opportunity to create a master plan for some of the supplemental lighting in and around ICEHOTEL.

The development and progression of ICEHOTEL is often attributed to its long-standing belief in learning by doing. Clinging tightly to the spirit of that principle, ICEHOTEL works constantly to encourage and maintain relationships with various educational institutions, in order to allow students and instructors the opportunity to learn by doing in a hands-on, practical environment. In addition to working with a number of local and regional art schools, ICEHOTEL for the past 11 winters has opened its doors to students from the Unit for Landscape Architecture at SLU (Department of Urban and Rural Development) in Ultuna, Uppsala, Sweden. ICEHOTEL takes its commitment to discovery and education seriously and looks forward to continuing to do so in the future.

The ICEHOTEL reputation is a worldwide one, thanks not only to the success of the hotel in Jukkasjärvi, but also to the exportation of Torne River ice to events and gatherings around the world. These activities, along with the presence of ABSOLUT ICEBARS in several metropolitan areas, make it possible for ICEHOTEL to widely share original experiences that focus on art, design and environment.

A journey to ICEHOTEL is like no other trip. It is a step into a Renoir painting, where time stands still, the yesterdays are forgotten and the tomorrows are still far away. It is a journey to the place where a smile can be seen forever and a laugh can be heard for a lifetime... where a ride on a kick-sled can make your head spin and a kiss through a scarf can make your toes warm. Within this mysterious spectrum, adults giggle like little children and children scratch their heads like little adults. But it is also a world where the beauty you are experiencing feels like it might not be there forever. And of course, it won't.

When the ice melts, it goes back to the Torne River and joins the waterways of the world. What remains are your frozen memories and the book that you are now holding in your hands.

When you are finished with this book, pass it on to a friend and ask that they do the same when they are finished.

Global warming affects all of us. Do with this book what we do with our hotel – recycle it.

Just like the ICEHOTEL, this planet is more than just a place to stay. It is an experience.



