

Press release,  
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## **The first art hotel in the Nordic region opens its doors in May – Hotel AX offers temporary art exhibitions and events throughout the summer**

**Hotel AX, the first art hotel in the Nordic region, opens its doors on 24 May. The hotel is in the Jätkäsaari district of Helsinki. The hotel's name – the Art Experience – is rooted in the idea of a comprehensive art experience. AX displays art in its various forms, from sculptures and paintings to literary and video art, and the hotel will serve as a gallery for temporary exhibitions.**

The unique concept hotel has been realised in collaboration with some of Finland's foremost modern artists. And sitting in the artistic director's chair is interior architect, designer and sculptor **Stefan Lindfors**. The hotel was built by Primehotels, a Finnish hotel operator that is opening another concept hotel in May, known as Hotel Mestari, in Kamppi, Helsinki.

"AX will be constantly evolving – it will never be finished. Hotel AX will be a platform for guests to enjoy a unique art experience and a gateway to cultural and artistic life in Helsinki. The defining characteristics of AX are its varying temporary art exhibitions, small and surprising details, and the idea that art belongs to everyone," says **Riitta Liikamaa**, the General Manager.

### **Art is also on display in the hotel rooms**

AX has 173 rooms on nine floors. The themes of the rooms are based on different genres of literature, so they vary from fairytale rooms to poetry rooms, each containing literary works somehow connected to the name of the room category. In addition, Stefan Lindfors selected artworks and artistic expressions that were used as the basis for creating the imagery adorning each room.

The hotel's minibar solution is designed with a responsibility-first approach: minibars are not installed in every room; instead, guests can order a minibar when they book their room. This helps to avoid unnecessary energy consumption and waste. The minibars were built by **Kalle Helminen**, a carpenter from Orivesi, and the **Mimmit peinttaa** collective has used its distinctive artistic vision to give each minibar a unique painted appearance.

A unique and special feature of the rooms at AX is the artist rooms, designed from floor to ceiling by Finnish modern artists hand-chosen by Lindfors. The toilets are the only standard component in the artist rooms. Apart from this, they are the absolute antithesis of a conventional hotel room – artworks reflecting the craft of their creators.

**Hotel AX will further boost the vitality of Jätkäsaari**

The panoramic windows of Jätkäsaari's newest restaurant, AX Restaurant, offer an urban view of the streetscape. The restaurant is open from early in the morning until late in the evening. The signature products at the AX hotel breakfast are AX Bagels, which every guest can fill to their liking.

This summer's best terrace is in the AX courtyard. The verdant AX Garden is an oasis and meeting place created in collaboration with Kyrö Distillery. It is the ideal setting to enjoy our à la carte dishes and refreshing Kyrö summer drinks.

Hotel AX stands on a plot of land owned by S-Bank Tontti Erikoissijoitusrahasto, an investment fund specialising in land holdings. Primehotels' lessor is Terrieri Kiinteistöt.

"Jätkäsaari is among the fastest developing areas of Helsinki and one of its most interesting. We believe this area, and Helsinki more generally, will continue to attract domestic and foreign tourists in increasing numbers. From a property investor's perspective, this presents interesting opportunities," says **Eero Ojala**, portfolio manager at Terrieri Kiinteistöt, an alternative investment fund managed by S-Bank.

#### **Further information**

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