



Your dream home is one Ross house away

Ross Architecture & Design have been creating dream homes and enhancing their customers' quality of life for 16 years. In an enduring and innovative living space that seamlessly mixes the ultra-modern with the ultra-classic, you can "Live in a Work of Art"! Founder Pål Ross takes your dreams and makes them a reality – even "mission impossible" commissions.

By Nia Kajastie | Photos: Ross Architecture & Design/Mikael Damkier

With a background in engineering and a creative streak that he inherited from his family, Pål Ross has always recognised the importance of environment in the way people feel and is also deeply interested in making lives and living spaces work better.

His company's approach has been a bit different from the very beginning, and they have been ahead of the curve in many

ways, including being the first architecture company in Sweden to have a website back in 1996, and taking advantage of advertising opportunities when the bans were finally lifted. Pål Ross began his career working for a commercial company, but soon realised that because architects were merely assigned to sections of the project, or small pieces of the whole, there was a general lack of understanding for the complete picture.

"There is a cause and effect to everything," Ross explains. "And out of a growing enthusiasm as well as some frustration, Ross Architecture & Design was born in 1996. My ambition was to provide homes that did not need to be picked from a catalogue as was typical in Sweden. Ross created a new niche within the corps. We offered exclusively designed homes, and so far we have designed over 200. It has been fun but a lot of work as well."

Timeless and customised designs

Ross's innovative and award-winning architecture has strong roots in Scandinavian architectural history, and the unique blend of ultra-modern and ultra-classic creates a design that is timeless.

"I think about architecture the same way I do about fashion: The clothes you buy might be right for this season but won't work two years from now. Our houses, thanks to the building system we use, are estimated to stand for at least 300 years. Within architecture, in terms of composition and design, there are many values that have been relevant since ancient Greece. It is a language," says Ross. "And the expressions that have endured for 2,000 and 500 years, and were right then, will be right a hundred years from now."

While investing in a Ross house is both economical and secure, what is also crucial for Ross is the customers' satisfaction and not just with the look of the end product but also with how living in it feels. Ross Architecture & Design create residences that are specially designed to meet the wishes and needs of the customers, as well as the requirements and demands of each unique environment.

"We have a special way of working," explains Ross. "We hold extensive interviews with the people who will be working or living in the environments we create. We take into account special interests and people's way of life (both his and hers individually),

and surroundings are also very important. The location has to be respected as nothing in nature is ever ugly, perhaps strange and different, but ugly things are man-made. The beautiful place that existed before the building should be enhanced not destroyed when the house is finished."

Pål Ross conducts the interviews with customers himself and takes care to get to know the people thoroughly. He wants to see life through their eyes in order to be able to create the right kind of living space. This is also why they have been so successful in always delivering a dream home. With their high customer satisfaction, one might be led to believe that Ross Architecture & Design build the houses themselves as well, but while this is not the case, they do follow the whole process closely and keep in contact during the building phase.

Spotting a Ross house and future developments

Ross Architecture & Design win a lot of new clients due to their reputation and glowing recommendations from previous customers, as seen on their website, but you might also be able to spot their houses when driving around the Stock-

holm area. These works of art are sure to catch your attention with their delicately rounded forms and bold features that blend into the surrounding environment. While Stockholm is indeed the best place to spot a Ross house, the company does work with projects in other countries as well, including in Turkey, where they have recently designed a delightful community with holiday homes.

The sizes of their projects are growing in general, and they are enthusiastic about designing everything from a large family home to a bank or a restaurant. Another project that is in the pipeline and has been a long time coming is the design of lifestyle communities for the 60+.

"It's an issue in Sweden as there are not any good residential options for when you grow old," says Ross. "We want to make a difference and thank the elderly for all that they have done in their lifetime." In five years from now, Ross hopes to be able to finish the first of these lifestyle communities.

For more information, please visit:
www.ross.se



Top left: Pål Ross, founder of Ross Architecture & Design. Below and right: Ross's innovative architecture represents a unique blend of ultra-modern and ultra-classic design.