

EXCLUSIVE MAGAZINE  
FOR ALL OUR HOTEL GUESTS

PAUL  
SMITH  
*THE*  
DESIGN  
ICON!

FROM NICE TO  
MARSEILLE

ENJOY THREE GREAT  
RADISSON BLU HOTELS

LIFESTYLE

SCARLETT  
JOHANSSON

ON THE BLACK WIDOW  
AND HER SCANDI ROOTS

COLOURFUL  
CUISINE

NEW  
ARCHITECTURE

PARK INN BY  
RADISSON, LUND

# THE MAGIC COLOURS

EXPLORING THE VIBRANT WORLD OF COLOUR, WITH EXPLOSIONS OF MAKE-UP IN SMASHING SHADES  
AND A PALETTE OF DESIGN TRENDS FROM SALONE DEL MOBILE



DESIGN © PÅL ROSS



# Extraordinary Living

*In 1996, Pål Ross founded the first Swedish architecture firm aimed at people who are looking to buy a house. More than 200 exquisitely designed houses later, Pål Ross and his colleagues have proved that quality architecture makes for quality homes.*

## What is Ross Arkitekter?

– We are an alternative architecture firm for people who want to live in a home out of the ordinary. We aim to improve our customers' quality of life, whilst staying true to their original vision. We have won several awards, the most recent one being the International Property Award for Best Architecture Single Residence Sweden. We specialize in residential buildings and we excel at eliminating unnecessary space, such as corridors.

## How would you describe your designs?

– Our point of reference is neither square nor rectangular. People have become accustomed to square homes, but if you think about it, life is anything but square. Nature isn't square, people aren't square, and you wouldn't want to buy a square car. In other words, these square conventions are illogical.

We aim to create functional homes, and as I mentioned before, our houses completely lack corridors. In less successful designs, there are often fifteen square metres of just corridors – it is literally a waste of space! Poorly used space costs just as much as proficiently used space, so our customers actually save money.

## What type of projects are you best known for?

– We are best known for designing villas, but we also do conversions and renovations. Some customers want to build from scratch and others wish to upgrade their current home. Those who approach us often have a lot of ideas and high expectations, and they know that realizing these ideas is nothing less than an art.

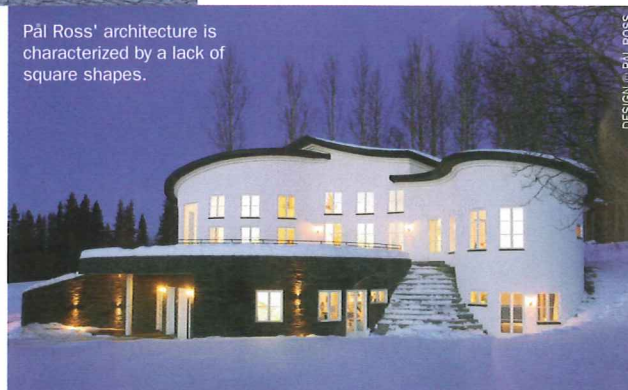
We also accept international customers. We recently completed a project in Turkey, and we have received offers from both Silicon Valley and Dubai. We collaborate with local contractors for our international projects, and have them take over after the design has been finalized.

## Why is architecture important?

– I believe that the environment around us forms our behaviour. Therefore, architecture can influence the way we behave and even what kind of life we live. I believe that this notion is of particular importance when it comes to elderly homes, which are often associated with a poor quality of life. It is just a matter of time before architects such as ourselves are tasked with designing new elderly homes, and I have a lot of ideas of how to revolutionize the concept.

It is important to remember that we only have one life, and every day counts. I believe that good architecture can improve one's quality of life, which is reflected in all of my work. I am not content with simply satisfying my customers, I want to blow them away. ☺

Pål Ross' architecture is characterized by a lack of square shapes.



DESIGN © PÅL ROSS



Before becoming a prominent architect, Pål Ross spent 13 years in Spain and studied architecture at the Royal Institute of Technology in Stockholm.



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