

## Ross Architecture & Design: Providing happiness per square metre

**Happiness per square metre? It sounds unbelievable, but that is exactly what the architects at Ross Architecture & Design deliver. By zooming in on people and designing a home instead of selling an already made concept, Pål Ross and his talented architects have created some of the loveliest homes known to man.**

By Astrid Eriksson | Photos: Mikael Damkier

"It's like a marriage," says Pål Ross, founder of Ross Architecture & Design. "You don't get married in the hopes of it working out. You want to be sure. That's how we look at houses. If you are going to invest a lot of money into a home, why not make it a home that will make you happy for the rest of your life?"

This is a fitting analogy that illustrates how Ross Architecture & Design goes about their business. It is not simply about designing your house. It's about designing

your life. "Clients hire us to get *the* house. It is therefore crucial for us to get to know our clients and adapt our way of thinking and designs accordingly."

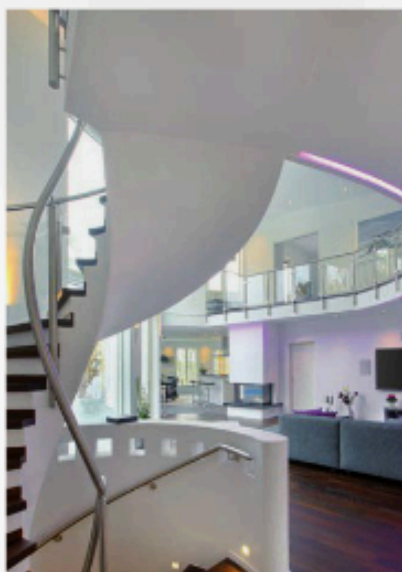
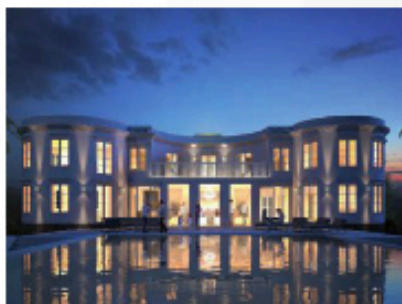
### Exclusive design at its finest

The architects at Ross Architecture & Design offer their captivating homes in three project series: Exclusive Design, Limited Edition and Royal Edition.

Ross's projects from the Exclusive Design edition incorporate the complete Ross-phi-

losophy. Through comprehensive interviews and conferences, Ross and his talented team dig deep into the desires of their clients and mould a plan after the gleaned information. "We are keen to get to know our clients, what makes them tick, their hopes, dreams and aspirations," Ross explains. "In the end we want them to walk around in their new home and say 'I got exactly everything I wanted – and then some!'"

Ross' Limited and Royal Editions work in a slightly different way. The Limited Edition is created in mini-series of 12 characters, where neighbourhood exclusivity is guaranteed. This means that no Limited Edition of the same model may be built within a 10-kilometre distance of another. Royal Edition goes even further and guarantees exclusivity per country. These



grand villas are of luxurious design and size. "Some might find it provoking," Ross says, "but with the amount of time and resources being invested in building a home, investing in us is a good idea. We make sure that you get all you want from your home. We take our responsibility very seriously, and rather than seeing you spend a great deal on something you might like for a while, our aim is to create a home

that you will be happy with for the rest of your life." With a client list so exclusive names cannot be dropped due to privacy agreements, one can certainly expect extraordinary houses located in the most exclusive locations.

#### Harmonious architecture aesthetics

Visually, the projects by Ross Architecture & Design are stunning. With lines

that flow like water rather than straight lines and corners, the houses they produce are made to provide harmony and natural comfort. "The lines and forms that we create come from the vibe and feeling we want to create in every single one of our houses," Ross explains. "As human beings, our natural movements are not really compatible with square rooms and sharp lines. We adapt to it, of course, but it doesn't really fit in our instinctive patterns of socialising and living." Always striving towards happiness and harmony within a piece of architecture, Ross and his architects and designers work with a flowing design aesthetic. "We want the house and architecture to adjust according to the people in it, rather than the other way around." The result is a dream-like house or villa that with every intrinsic detail both enchants and delights.

#### Never too late to get your dream home

"Location, location, location!" is often cited as the most important thing when it comes to buying a property, but what if you already have your dream location and your house lacks that certain something? "We love to 'Rossify' people's houses," Ross says with a laugh. "People might love their

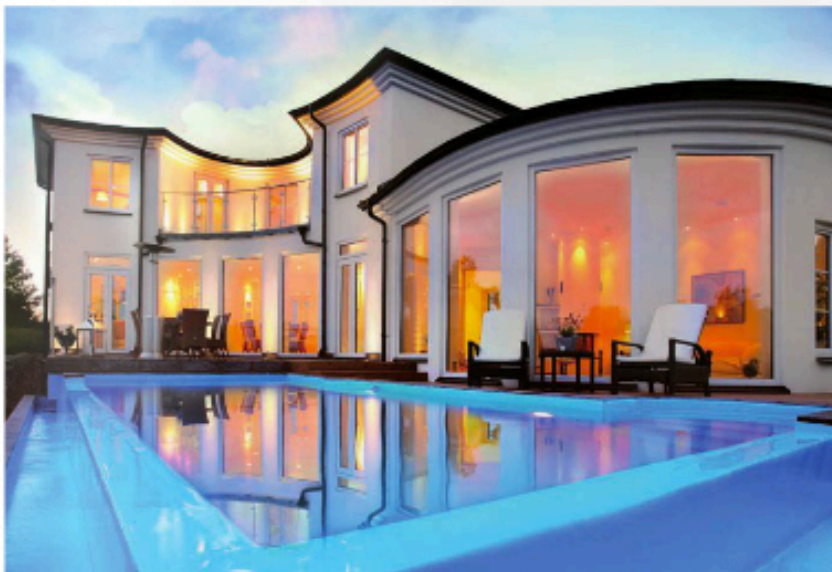




#### Awards and achievements:

- 1996 – Ross Architecture & Design is founded
- 2009 – Ross project Aqua Serena is awarded Most Beautiful Villa in Sweden
- 2010 – Receives honours for contributions to a good architectural culture
- 2013 – Receives award for Building of the Year in Haninge County, Stockholm
- 2013/2014 – Receives European Property Award, Best Architecture Single Residence, Sweden

Pål Ross is a full member of the Artist's Club in Stockholm  
Ross Architecture & Design holds the highest level of Credit Worthiness by the UC



homes, but feel that they could do with a bit of an upgrade. That's where we come in." By analysing the client's needs and the property's location Ross Architecture & Design turns the already existing house into a home they will never want to leave.

#### Consciously driven architecture

"We are entitled and very fortunate to be able to do what we do, but we never forget that the world is, generally a much less privileged place," Ross says. "We take our social responsibility very seriously and try the best we can to make life a little bit better for others."

Indeed, for every employee Ross takes on, a child in a developing country gets a sponsor, enabling them to go to school without having the pressure of supporting their families from a young age. "Education is a the greatest privilege there is. It provides the foundation for a better life,

and we try to do our part to support such programmes as often as we can."

By openly supporting organisations like Plan Sweden, Doctors Without Borders, the Swedish Crown Princess Victoria Fund, to name a few, Ross hopes to spread awareness and encourage other

employers to do the same. "It doesn't take a lot to make someone's life tremendously easier, and to be completely honest: it's the least we can do."

For more information, please visit:  
[www.ross.se](http://www.ross.se)

