

Press release 8th February 2017

WORLD CITIZEN

- a fearless concept

During Stockholm Design Week on the 8th February, the concept World Citizen is presented in the prestigious Lydmar Hotel signature suite. The concept is the latest project by Nude Ateljé, in collaboration with B&B Italia.

The signature suite has been completely restyled by architect Eva-Lotta Axelsson, founder of Nude Ateljé. The new fearless concept World Citizen shows her eclectic approach in a mix of personally customized designs combined with selected pieces from the B&B Italia and Maxalto collections. In a unique setting she explores new creative angles by blending small scale and local craftsmanship with international design into an idea born and driven by the values of Lydmar Hotel. Several of the pieces in the suite are one-off items designed by Eva-Lotta Axelsson and carefully handmade to the highest quality in order to create a space with a unique, personal and inspiring feeling. A room for a citizen of the world.

– It is an honour for me to create this concept together with B&B Italia. When we were searching for an interesting and exciting venue for our design and furniture Lydmar Hotel quickly came to mind. They are bold and never afraid to push the boundaries, and embody many things that trigger my creativity, Eva-Lotta says.

Since any work by Nude Ateljé is based on the values of the client, the concept World Citizen came to life by identifying and analyzing what Lydmar Hotel stands for. In close collaboration Eva-Lotta and Maria Maruska CEO at Lydmar Hotel agreed on the key words: personal, fearless, and "no logo" to describe the including and edgy atmosphere in Lydmar Hotel.

– I am very glad to announce the new suit and the atmosphere we have created in collaboration with Nude Ateljé and B&B Italia. We all had a bold and fearless approach to the concept in order to achieve an exceptional experience to our guests, says Maria Maruska.

Thanks to the unique mix of design, creativity, innovation, industrial know-how and excellence, the B&B Italia and Maxalto collections perfectly suit Lydmar Hotel and the World Citizen concept, contributing to create a very exclusive and international lifestyle and atmosphere.

– I am very grateful that B&B Italia can be a part of this collaboration, it is a true pleasure to work with such inspiring and creative people in the magical context of Lydmar Hotel, says Annika Henrikson from B&B Italia.

The signature suite will be open for drop-in visits during Stockholm Design Week, 8-10th February, from 10am-5pm. For personal appointments contact: smulan@nudeateljé.se

For high resolution pictures of the hotel suit www.nudeateljé.se/worldcitizen For further information or interview requests contact Lisa Kruse mobile: + 46 704 36 05 86, lisa@krusecommunication.se

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About Lydmar Hotel

Lydmar Hotel has since reopening in 2008 marked an understated, luxurious and relaxed at home feel that over time become Lydmar Hotel's hallmark. The hotel offers 46 uniquely decorated rooms, a restaurant & bar and a terrace and popular music scene with Stockholm's best views. Lydmar is a wholly owned subsidiary of Grand Group but operates under its own brand Lydmar Hotel AB. Lydmar is a member of Small Luxury Hotels of the World.
www.lydmar.com

About Nude Ateljé

Nude Ateljé is a Stockholm based atelier with a defined design and production process where creativity is at heart. In close collaboration with our own carpenters, as well as international collaborations with designers, artists and strategists, we explore and expand the boundaries of architecture and design. Strengthening the uniqueness of each project, driven by the core values of the client.
www.nudeateljé.se

About B&B Italia

B&B Italia is an internationally acclaimed leading Italian design furnishings company that has built its success on the ability to represent contemporary culture and by responding to changing tastes and lifestyles. The company is present on the home furniture market with the trademarks B&B Italia and Maxalto in the Home Division and the Contract Division, the segment dedicated to projects for public spaces, hospitality, retail, offices, public institutions and cruise liners. Today B&B Italia has 7 flagship Stores in the heart of leading capital cities, over 40 single brand stores around the world and has signed commercial agreements with leading players in 80 countries, thus developing a presence in over 800 specialist points of sale.
www.bebitalia.com

Product information

Bed - wooden frame with metal construction, painted black and polished finish, standing on big black round feet with brass details. Inspired by Chinese cabinets and the southern USA.

Bed tables – the round top surface is made out of granit (bordeaux) which is standing on thin brass legs. Inspired by HG Wells War of the Worlds.

Metal mesh – painted black with stained wooden frame, our own pattern inspired by nature and the south of Europe

Bar cabinet – wooden construction, oak veneer, stained in a warm brown colour, the doors have recessed bronze mirrors, standing on stainless steel legs. Inspired by the details and materials from earlier James Bond movies.

Side tables - wood construction with recessed horizontal brass sheet support with round black legs. Inspired by Dries van Noten (scale and colours).

Sofa table - specially made pattern by partner glass factory, relief with a powder coated metal support. Inspired by 1950:s glass design from Ittala and Orrefors.

Lutetia sofa Maxalto - Wooden base in black oak. Quilted cushion seat and a series of loose cushions for the backrest and round armrests. 275 x 107 cm. Design Antonio Citterio.

Cuma table Maxalto - Black oak, 200 x 73 cm. Design Antonio Citterio.

Husk armchair B&B Italia - Black shell and black base. Cushions in textile. Design Patricia Urquiola 82 x 86 cm

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CREATE TO INSPIRE – INSPIRE THROUGH CREATIVITY

Nude Ateljé is a Stockholm based atelier with a defined design and production process where creativity is at heart.

The company was formed in 2013 by architect Eva-Lotta Axelsson and it has since then worked consciously to find exciting architectural and interior design projects where the parties involved are open for new ideas, new ways of thinking and new combinations - whether it be blending materials or effective use of small spaces.

In close collaboration with our own carpenters, as well as international collaborations with designers, artists and strategists we aim to explore and expand the boundaries of architecture and design. The goal is to work closely together with the customer to deliver a result that meets the highest standards.

Nude Ateljé will move effortlessly from architectural lines to the smallest furniture detail and every produced piece is of the utmost quality. We search inspiration in natural materials as well as in concrete apartment blocks, yet the end result will always be held together by shape, form and scale - driven by the values of the client.

Product information

Bed

Wooden frame with metal construction, painted black and polished finish, standing on big black round feet with brass details. Inspired by Chinese cabinets and the southern USA.

Bed tables

The round top surface is made out of granite in bordeaux colour which is standing on thin brass legs. Inspired by HG Wells War of the Worlds.

Metal mesh

Divided into panels, painted black with stained wooden frame, our own pattern inspired by nature and the south of Europe.

Bar cabinet

Wooden construction, oak veneer, stained in a warm brown colour, the doors have recessed bronze mirrors, standing on stainless steel legs. Inspired by the details and materials from earlier James Bond movies.

Side tables

Wood construction with recessed horizontal brass sheet support with round black legs. Inspired by Dries van Noten - scale and colours.

Sofa table

Specially made pattern by partner glass factory, relief with a powder coated metal support. Inspired by 1950:s glass design from Iittala and Orrefors.

www.nudeatelj.se

Instagram: [@nudeatelj](https://www.instagram.com/nudeatelj) [#nudeatelj](https://www.instagram.com/nudeatelj)

Facebook: [facebook.com/natelj](https://www.facebook.com/natelj)

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B&B ITALIA

B&B Italia, formed in 1966 as the result of the entrepreneurial vision of Piero Ambrogio Busnelli, is a leading Italian design furnishings company with stores located around the world.

The company has built its success on the ability to represent contemporary culture, to sense and anticipate trends. B&B Italia's call to research and innovation is mirrored in its collections of furnishings that represent an essential segment of Italian design history, based on a unique union of creativity, innovation, industrial know-how, and timeless products. The heart of the company is its internal R&D Centre, which is a real forge of cultural meetings and experiences, strongly fuelled by partnerships with international designers such as Antonio Citterio, Mario Bellini, Gaetano Pesce, Naoto Fukasawa, Patricia Urquiola, Barber & Osgerby, Jeffrey Bennett, and many others.

The company's Home Division is present on the home furniture market with the trademarks B&B Italia and Maxalto. The two trademarks have their own brand identity but express the same philosophy, namely a balanced blend of innovation and design to create products, whose unique style and elegance are unmistakable. In addition to the Home Division there is the Contract Division, the segment dedicated to turnkey projects. This division include hospitality, retail, public institutions and cruise liners.

Today B&B Italia has 7 flagship Stores in the heart of leading capital cities, over 40 single brand stores around the world, and has signed commercial agreements with leading players in 80 countries, thus developing a presence in over 800 specialist points of sale.

Product information

Lutetia sofa – Maxalto by B&B Italia

Classic look for the Lutetia sofa marled by the topstitched seat cushions and a series of throw pillows to make it extremely comfortable. Available in different sizes in a wide range of fabrics, velvets and leathers. The base is in solid oak wood in different finishes: light oak, grey oak, black oak, smoked oak.

Cuma table - Maxalto by B&B Italia

Made entirely in wood, Cuma is an austere console with folding top that can be easily turned into a table. Available in two sizes in oak wood in different finishes - light oak, grey oak, black oak, smoked oak - or in Sucupira wood.

Husk armchair - B&B Italia

A moulded shell in Hirek and a soft cushion divided into portions are the basic elements of the Husk armchair. A true celebration of softness available in different versions and finishes that offer exclusive combinations. The shell foresees four colors (white, black, red, yellow), while the cushion cover is available in a wide range of fabrics and leathers. Different options are also foreseen for the base frame.

www.bebitalia.com #bebitalia @BeBItalia

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LYDMAR HOTEL

Lydmar Hotel is a luxurious lifestyle hotel with 46 uniquely furnished rooms located in the very city center of Stockholm with views over the water and the Royal Palace.

Lydmar Hotel has since reopening in 2008 marked an understated, luxurious and relaxed at home feel that over time become Lydmar Hotel's hallmark. Slightly Different is an expression that describes the atmosphere well. Besides 46 uniquely decorated rooms Lydmar Hotel offers a restaurant & bar and a terrace and is a popular music scene with Stockholm's best views. Lydmar is a wholly owned subsidiary of Grand Group but operates under its own brand Lydmar Hotel AB. Lydmar is a member of Small Luxury Hotels of the World.

Lydmar Hotel like to call itself a second generation of lifestyle hotels. Lydmar like to keep it simple and straight forward in a relaxed and informal environment. We believe in a hotel experience liberated from formalities and conservative stiffness. Calmness and simplicity is promoted rather than an abundance of impressions. It is neither the rigid minimalist look, nor the exaggerated grandness, which guests are used to in five-star context. It is an ease of freshness in combination with a contemporary classic look, featuring culture, top quality and strong personal impressions to create the added value of belonging. Lydmar has since the opening used the hotel as a gallery with unique exhibitions that changes several times per year. We focus on photographs and documentary. From each exhibition we keep art pieces that we like to share for a longer period with our guests.

The personal atmosphere is more important than formal uniforms. The restaurant is lined with soft leather chairs and bookcases filled with books and games for those who want to occupy themselves after dinner. It serves everything from breakfast to dinner with both French and American influences on the menu. The staff will express a more personal style and possess local knowledge about what's happening in town, which will suit those who wants to "live" during their stay and are used to top service and relaxed elegance.

www.lydmar.com #lydmarhotel @lydmarhotel

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