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Stockholm Design Lab creates identity for new landmark in Copenhagen.

Today Bella Sky (part of Comwell) opens and will be Scandinavia's largest hotel. It creates a distinct new profile on the Copenhagen skyline with the architecture of 3XN. The two towers reach up to 76,5 meters, and lean out 15 degrees.

“Our goal was to turn the powerful architecture into graphic design. We wanted to create a simple system and a memorable form . “

says Björn Kusoffsky Creative Director Stockholm Design Lab

SDL has created the new identity and signage system for the 814 room hotel. A unique typeface is made taking its inspiration from the architecture and is used throughout the design system; hotelrooms, amenities, menus, signage, merchandise and other supporting material. A stunning 17 meter long sign welcomes the guests. The identity for three restaurants and sky bar is designed to support TEA's interior of Bella Sky.

For images and project description:

<http://www.stockholmdesignlab.se/en/projects/bella-sky/identity/>

Project Partners

TEA
3XN

For more information please contact

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Info SDL

Stockholm Design Lab is one of Europe's most highly respected design companies. Founded in 1998 the concept and goal of Stockholm Design Lab is to be an important platform for the creation of quality design that matters and makes a difference.

Our design philosophy is rooted in Scandinavian tradition and based on the fundamental ideas of simplicity, clarity, openness and innovation. Our belief is that this approach to design will clearly be an asset to corporations by enabling them to further develop and express their position and values. SDL is a multi-capable design company with work ranging from wetwipes, title sequences, websites, artbooks, aircraft livery, advanced packaging projects, cosmetic fragrance and wine packaging to retail environments, logos and graphics, brand repositioning and corporate identity programs for international clients including IKEA, SAS Scandinavian Airlines, Moderna Museet (Sweden), Ustra Stadtbahn (Germany), Hyundai Card (Korea), Askul (Japan) and for the 53rd International Art Exhibition Venice (Italy). SDL's work is simple, innovative and powerful.