



101 Hotel

The Most Hip and Trendiest

Reykjavik's trendiest venue, the 101 hotel, is a sleek boutique hotel set in a former office block on a busy corner of downtown Reykjavik, next to the Opera House and the House of Culture. A member of Design Hotels International, the hotel takes its name from the city centre postal code, 101. The hotel is housed in the former headquarters of the Social Democratic Party, built in the 1930's, in early modernist style. The exterior has now been fully restored to its original look.

101 hotel is the work of Ingibjörg Pálmadóttir, a graduate in interior design from Parsons school of Design in NY. She is also the owner of 101 hotel. This hip place has a minimalist design with a monochromatic palette of volcanic black and greys, reflecting Iceland's landscape, but coldness is avoided by the use of warm American oak flooring, stretching across the building's entire expanse. 101 hotel takes pride in its art collection, which holds many of the leading contemporary artists in Iceland (refer to www.101hotel.is). The 38 rooms are all light and airy, with bedrooms flowing into the bathrooms rather than being separated with a wall. The rooms are furnished with the minimum necessary items; a large bed, comfortable chairs, a working desk and lot of empty space.

They are also fitted with the latest technology such as floor heating, large screen television sets with DVD and wireless Internet access. The bathrooms are open plan with large walk-in showers, equipped with huge showerheads, mirror walls and, in most cases, free standing tubs. The views from the top floors over the city, its bay and Mount Esja under the midnight sun, are breathtaking and slightly eerie.

101 hotel has a cozy lounge with a fireplace, leather banquettes and upholstered chairs, a sultry billiard room, two function rooms and a softly lit spa in the basement, featuring a gym, a jacuzzi, a sauna and a black-tiled plunge pool. The hotel's beating heart is the casual "101 restaurant and bar", a narrow bar with high walls, integrating an art installation by the owner's sister, and a glass ceiling that lets the midnight sun flood in. 101 restaurant and bar is one of the trendiest places in town, serving a combination of modern Icelandic and international cuisine.

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