



Hotel Alexandra
Copenhagen



Sleeping with the 60's

Hotel Alexandra is proud to welcome you back to the 60's. 21 of our rooms are decorated and furnished to catch the unique 1960's spirit. Colours, materials, designs and home furnishing have been combined to offer you a unique and memorable experience. In each room, masterpieces created by Danish designers such as Børge Mogensen, Arne Jacobsen, Hans J. Wegner or Verner Panton underline a genuine 1960's feel

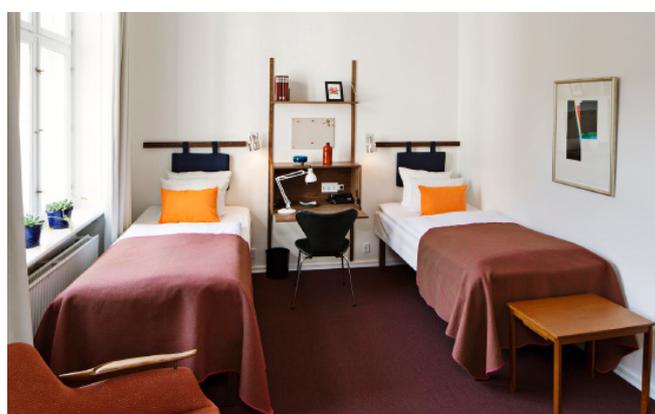
The 1960's rooms are inspired by the transition in interior decoration from the 1950's to the 60's. The rooms are multicoloured with muted colours facing stronger contrasting colours. Textiles in particular play a major role in the décor. Wall curtains and blankets are made of structured fabric in mottled colours, as also seen in ceramics from the early 60's.

Portable transistor radios & Flower Power

The 60s brought countless changes to the world. The Hippie Movement and Flower Power were born; the Berlin Wall showed its ugly face; the Cold War saw dawn, and man walked on the Moon.

Elvis Presley, the Beatles, Bob Dylan, and Joan Baez sounded from the new portable transistor radios. Legendary movies like Psycho, The Sound of Music, Dr. Zhivago, the Jungle Book, and Easy Rider thrilled premier audiences around the world. Families, who could afford the luxury of a television set, followed popular TV series such as Batman, Lassie, Bonanza, and the Flintstones.

New, innovative fabrics like polyester and PVC were used for the latest fashion items such as miniskirts and bikinis. And shoppers could enjoy the newly patented plastic bag to carry their groceries.



On the doorstep to the 1960's, the exceptional qualities of Danish Modern were recognized across Europe and North America. Danish Modern embraced the expression of modernity, simplicity and aesthetics combined with world class craftsmanship and quality.

The sixties became the golden age of Danish furniture, as classic Danish design flourished; and today this decade remains the core of Danish Modern.

Many of the now legendary Danish Modern architects became personal brands – with a similar brand power as Philippe Starck today. Furniture manufacturers of the time competed to attract the architects and use their brands and products in the 1960's emerging consumer advertising.

Their masterpieces quickly became evergreens. Today they are still available, still as exclusive, and still as expensive as they were then.

The world in 1965

- The first US combat troops arrive in Vietnam. By the end of the year, 190,000 American soldiers are in Vietnam.
- The Voting Rights Act, guaranteeing African Americans the right to vote, becomes law.
- The Beatles begin their first US tour with a concert at Shea Stadium in New York City – the first concert ever at a major stadium.
- The Mary Quant designed mini skirt appears in London and will be the fashion statement of the 60's.
- The Sound of Music premieres and becomes an instant hit. It remains one of film's most popular musicals.
- Number-one singles include Beatles' "Help", Byrds' "Mr. Tambourine Man", Rolling Stones' "(I Can't Get No) Satisfaction", and Tom Jones' "It's Not Unusual".