



Hotel Alexandra
Copenhagen



Feel at home in the 50's

Hotel Alexandra is proud to welcome you back to the 50's. On July 5th 1959, the popular American lifestyle magazine 'House Beautiful' published a special edition entitled "The Scandinavian Look in U.S. Homes". The title of the magazine was slightly misleading, as the editors had dedicated almost the entire magazine, not to Scandinavian design, but to Danish design, Danish home furnishing and the innovative designers of 'Danish Modern'.

Throughout the 1950's, Danish architects began to explore new ways of progressing traditional furniture design. Furniture was no longer to serve strictly functional purposes, they thought. Ahead of their time, the architects saw an increasing consumer aspiration for expressing their personal status and lifestyle through individual, sophisticated, and decorative home furnishing.

During the late 1950's growing popularity and increased demand promoted architectural designs and inspired the use of new innovative materials and production methods. Exceptional designs and life-long robustness became key ingredients in the recipe of an emerging global success.

During these years, Danish architects such as Børge Mogensen, Arne Jacobsen, Finn Juhl, Hans J. Wegner, Ole Wancher and Poul Kjærholm founded something very special. They instituted a unique Danish tradition of furniture design. Danish Modern was born.

In 1959, Danish Modern made the headlines in 'House Beautiful' and the 'Herald Tribune'. Danish design was about to conquer America.



Set Designer Camilla Bjørnvad has been in charge of the redesign of 22 rooms to create an authentic 1950's feeling.

"Each room now has its own unique décor. Of course it must have, in such a unique hotel! But the rooms also have to offer comfort and accommodate the needs of today's traveller. We decided to design multi-purpose furniture which combines a desk, a luggage bench and a book shelf. The design is minimalistic and inspired by the works of the decade, particularly the Danish architect Finn Juhl. To create the most harmonic expression, the multi-purpose furniture has been tailor made and matches the type of wood used for the authentic design furniture in the room", says Camilla Bjørnvad.

Danish design classics from the 50's

Arne Jacobsen

- The Egg chair, 1958
- The Swan chair, 1958

Verner Panton

- The Panton Chair Vitra, 1958

Finn Juhl

- Sofa, FJ 53, 1953
- The Chair, FJ 53, 1953
- Japanese Easy chair, FD 137, 1957

Børge Mogensen

- The Bear chair, 1951
- The Sawbench chair, CH 2, 1952