



Character With Style

Hotel Borg combines old-time elegance with modern style in the heart of Iceland's capital. Built in 1930 and restored to its original Art Deco style in 2006, 4-star Hotel Borg is a showcase of sophistication. All 56 rooms have custom-made furniture and fittings with modern amenities including flat-screen satellite TV and high-speed internet connections. For an extra touch of luxury, there are 7 suites and a two-floor Tower Suite with a magnificent 360° view. At the Silfur restaurant, you'll find exquisite French cuisine conjured up by an award-winning chef and served in smart surroundings, along with a café bar.

- 56 elegant rooms and suites
- Restaurant, banquet and meeting facilities
- Located in the heart of Reykjavík

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IR PROMOTION



If ever Reykjavík's history could be contained in one building, Hotel Borg is a living, breathing time capsule that has only gotten better with age. Visitors are surrounded by luxury in Art Deco that extends to every corner of the space and brings the past confidently into the present. More than traveling back in time, Hotel Borg allows guests to experience the past in a fully modern context.

HOTEL BORG

Originally built in 1930 and designed by Guðjón Samúelsson, the architect responsible for Reykjavík's most recognizable landmark, Hallgrímskirkja, Borg's unique exterior looks down on Austurvöllur square in the heart of the city. Here, the original parliament building and statue of one of Iceland's founding fathers places Hotel Borg squarely among Icelandic high society.

Entering the building through a set of circular sliding doors that are in effect a modern take on the classical rotating-door entrance gives way to the foyer, resplendent in gold and bronze Deco styling. The theme reaches its climax in a grand ballroom with gilded walls and elaborate chandeliers infused with the spirits of the socialites in flapper dresses that once Lindy-hopped within its walls.

Recent renovations undertaken by new management have focused on preserving the Borg's classical Deco style and applying it faithfully to every square inch of the property. The modifications create a truly coherent whole: molding, door handles, room number plaques, elevator call buttons, even the conical silver door hinges, all reflect the original pieces present at the hotel's 1930 opening.

Borg's 56 rooms go even deeper to create an individual experience for every guest. Custom-made German furnishings employ three different kinds of wood and five distinct varieties of leather to capture the Art Deco style, interpreted with individual character in every room. Veneered parquet flooring and period globe lamps combine with radios, telephones and flat-screen televisions by Bang & Olufsen and Hastens beds provide a full range of modern comforts in a truly authentic classical atmosphere.

Resisting the temptation to cover the walls with Deco murals, rooms have been adorned with photographs of Reykjavík life from 1925 to 1940, showing guests authentic scenes of the age represented by the hotel's décor. With a planned photo exhibition adjoining the lobby, Borg will have the added appeal of a city museum, recreating in living color an important era in the history of the capital.

Borg's four-star restaurant, Silfur, which blends a more modern design into the retro character of the rest of the building, provides world-class cuisine to match the high standards set by the hotel itself. With its prime location, first-class services and unique character, Hotel Borg is an ideal representative of both Icelandic culture and sophistication.