



# TREEHOTEL IN HARADS

2009-02-13

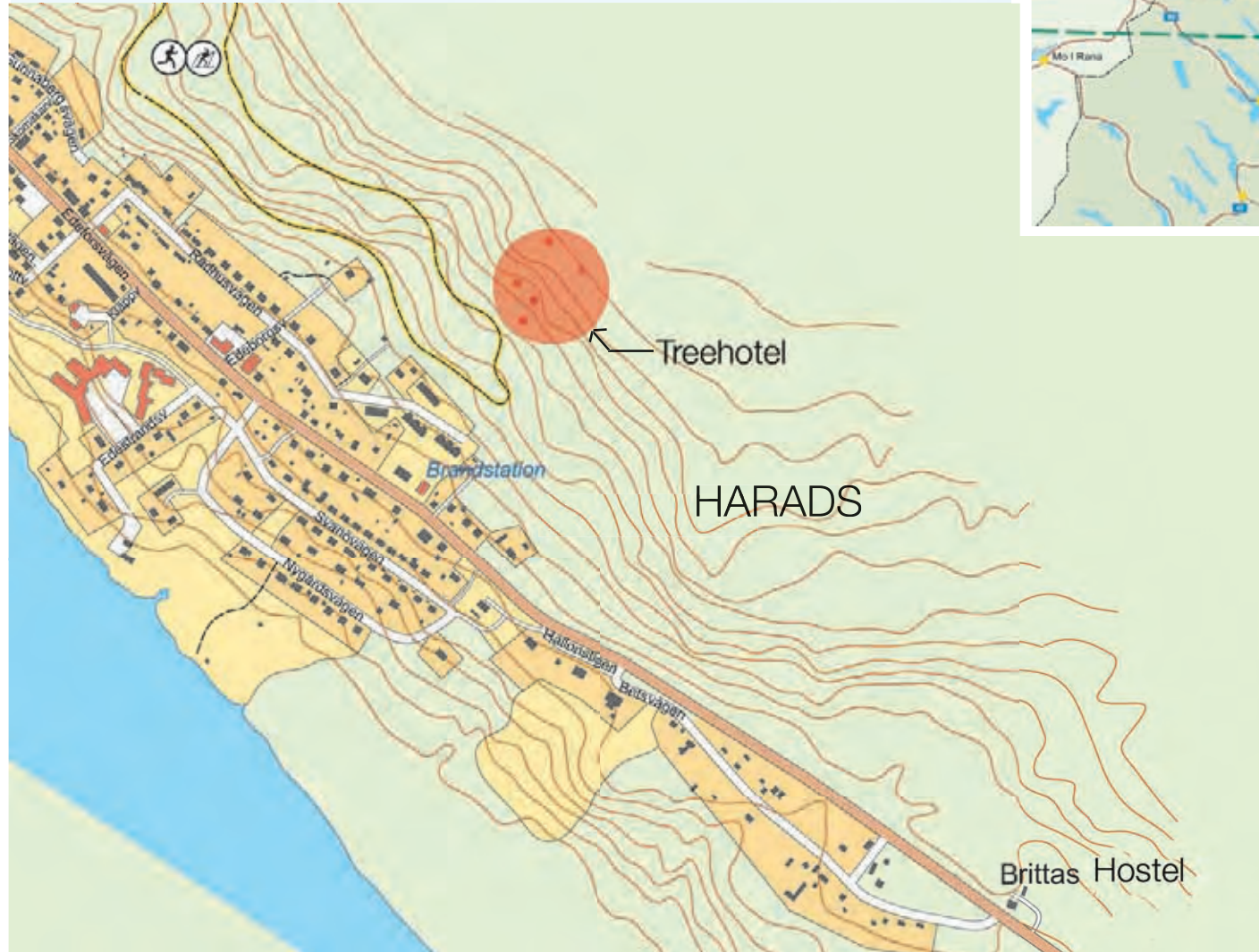






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## EXPERIENCE HARADS

A new concept based on cooperation from well-known designers and architects. The result give us a unique collection of hotel-rooms. The denominator in common ist the treehut. The concept "live in a treehut" is given a new dimension. As our guest You will have a memory for your life.

## WHY HARADS

Changed valuations create new possibilities and exclusivity will get an new signification. To experience nature close under simple conditions will in the future be something extra valuable. Undisturbed nature become assets in thinly populated areas. At least for temporary visits. In Haradas two entrepreneurs have chosen to work around this concept. They already have a international contactnet and the concept will give Harads another attraction for visitors.

## WHY STAY IN A TREEHUT

The joyfull memories of childhood revives and adapts to a more convenience level. We will gladly have th eexperiance, but not without comfort. Is this possible? You will find it in Harads.





Brittas hostel in Harads is the base for the treehotels. The interest for local foodculture is growing and that is one of the basic ideas with this concept. You will find really sophisticated ecological products from nature in north. Reindeer, moose, char, whitefish roe, claudberry, artichoke etc. In Brittas hands these raw materials will be transformed to heavenly levels. A catering system will give you perfect service for the treehotels.

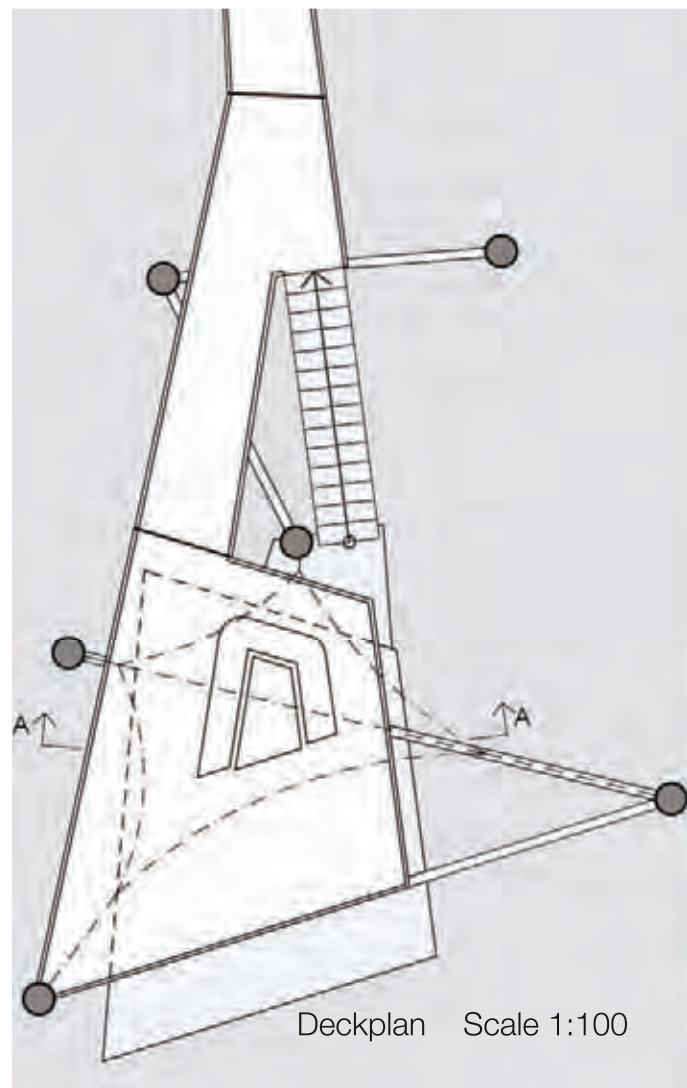


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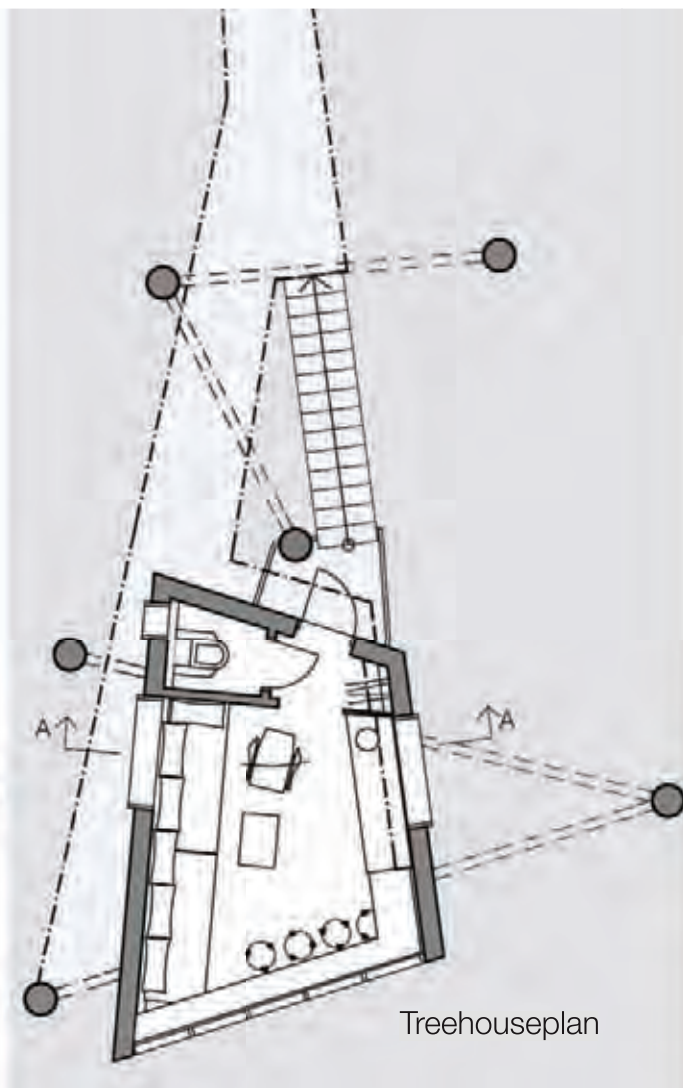
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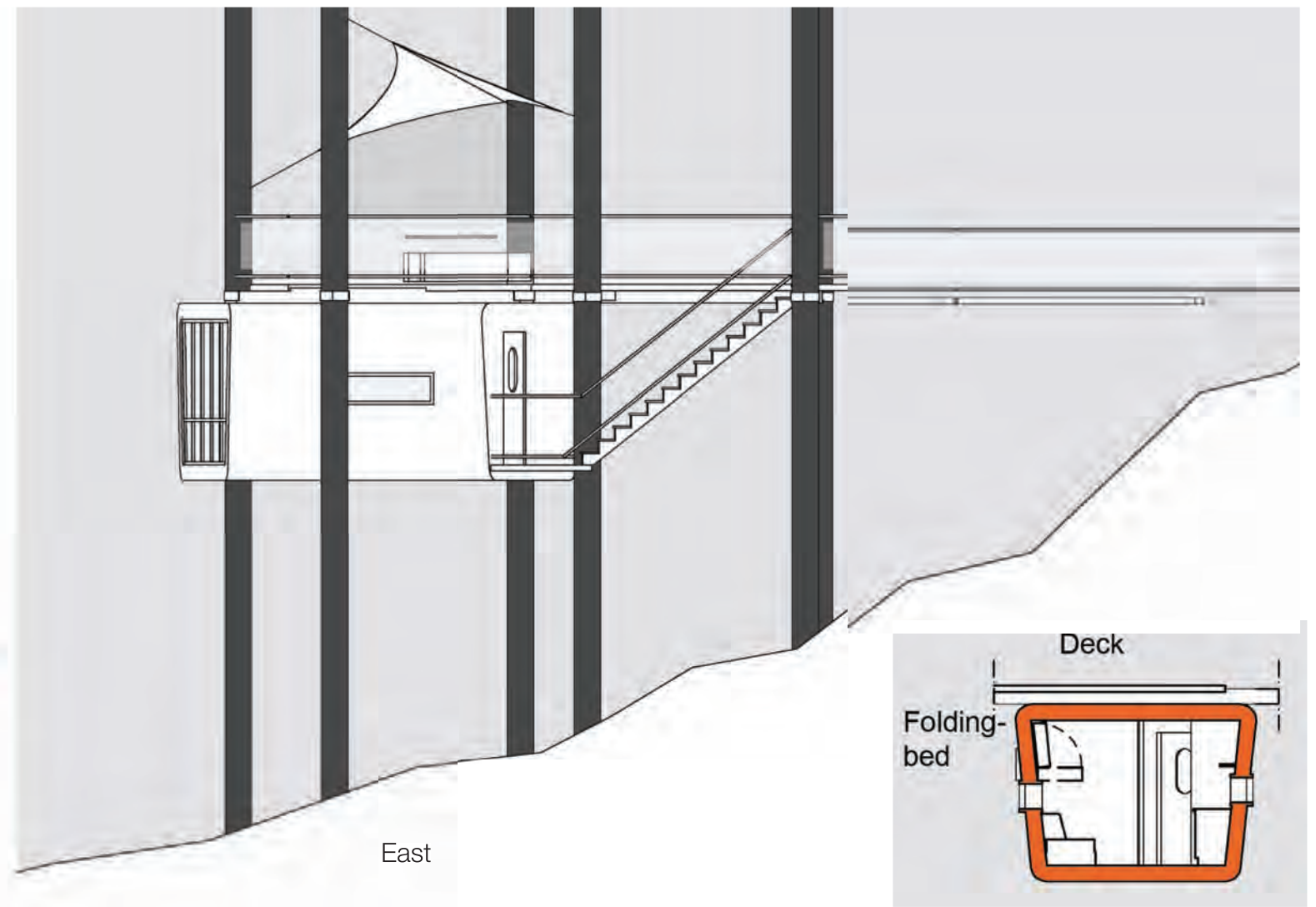




Deckplan Scale 1:100

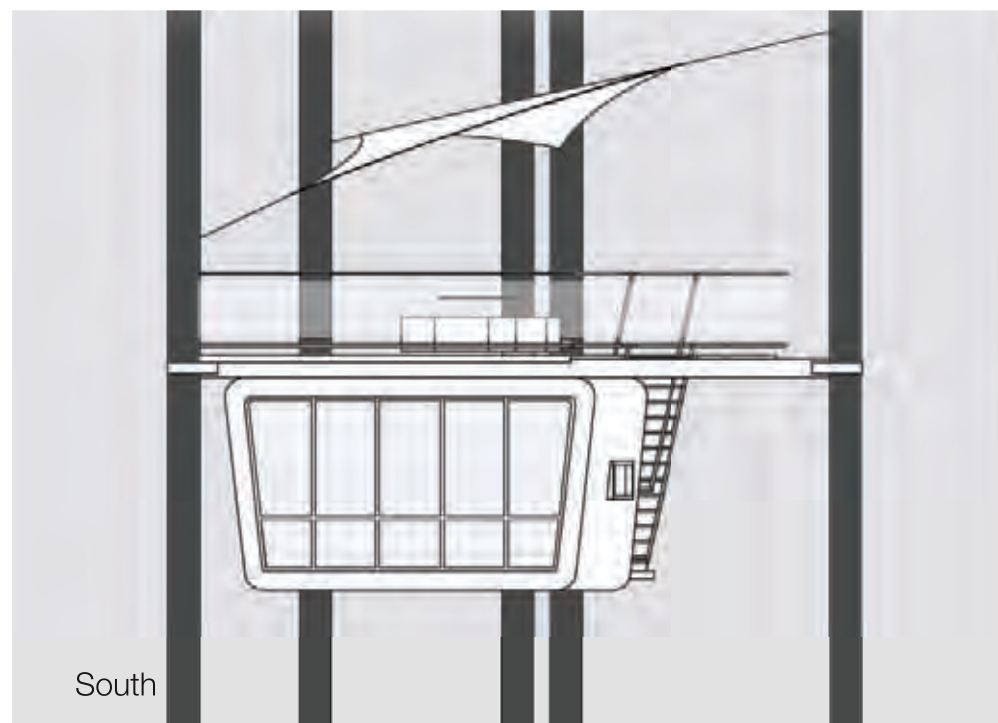


Treehouseplan

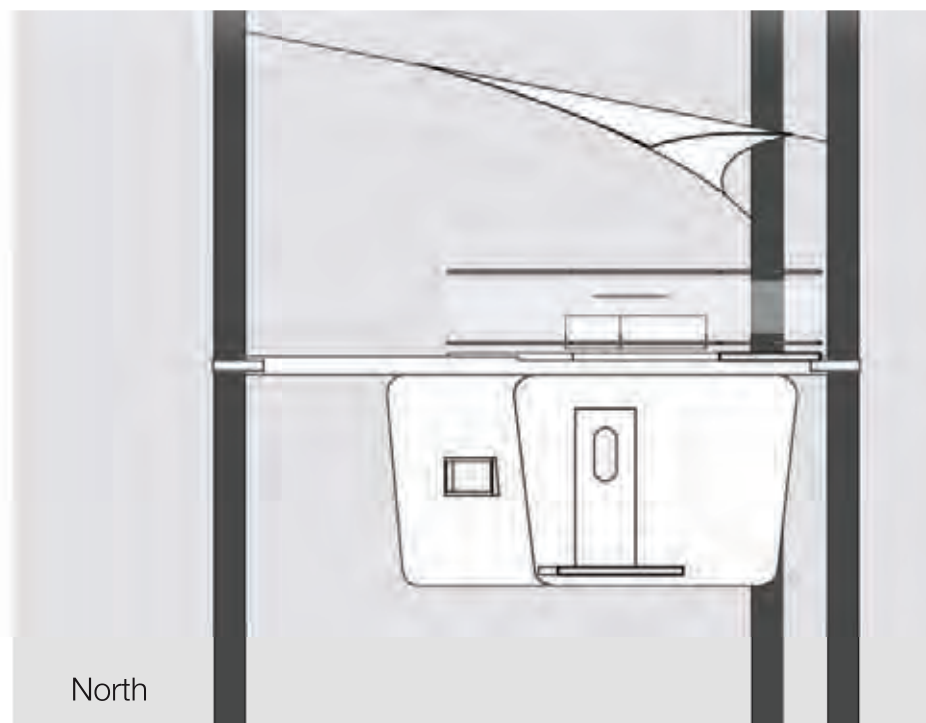


East

Section A-A



South



North

#### CYRÉN cabin

##### Where

The place of the tree house is chosen in regards to our idea, on high ground and in a steep slope with a great view of the valley of Luleälven.

##### How

When visiting Harads and the possible sites, we formulated an idea about a horizontal approach. A footbridge leading to a spacious public deck open for anyone passing by.

The footbridge will be rather long and winding and, we think, will make the walk interesting. It will offer a good possibility of future expansion with additional tree houses and footbridges (as well as view spots and places to rest)

The basic shape of the deck comes from adjustment to the supporting trees in the slope.

The actual tree house hangs beneath the deck. This will hide the volume of the building to a certain degree.

The deck is slightly separated from the building in order to make it appear smaller and also provide a possibility of giving the building its own expression.

We played around with the angles and rounded off the corners lengthwise. It now looks like a capsule or cabin, an expression we feel comfortable with.

While discussing the façade we decided to try an unconventional solution, engineered fabrics used in lorries and trailer covers. Manufacturer in this line of business use fasteners, fixtures and techniques that could be suitable as well as intriguing in this tree house.





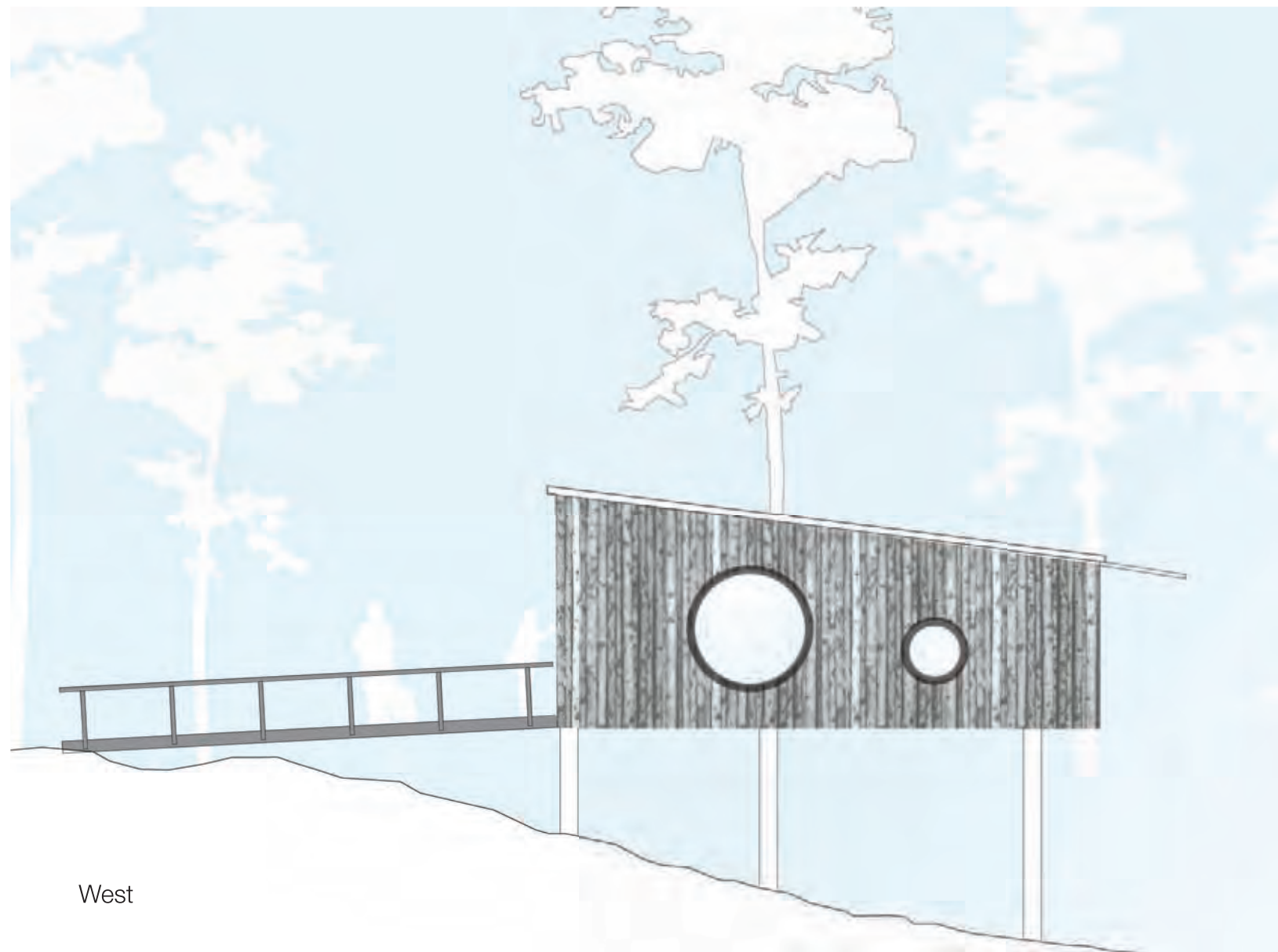
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CYRÉN @ CYRÉN

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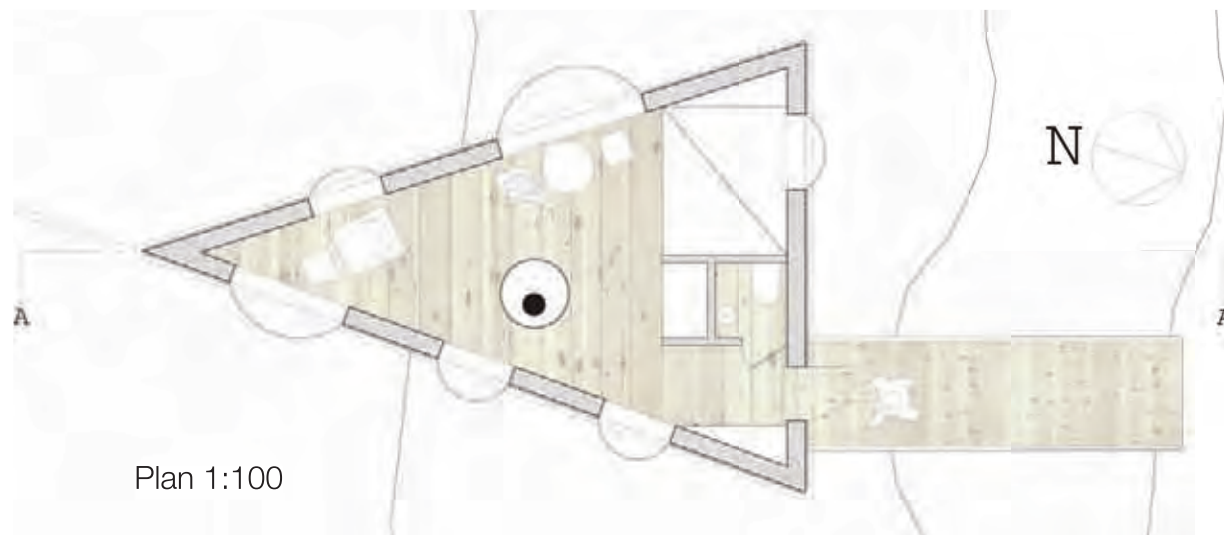




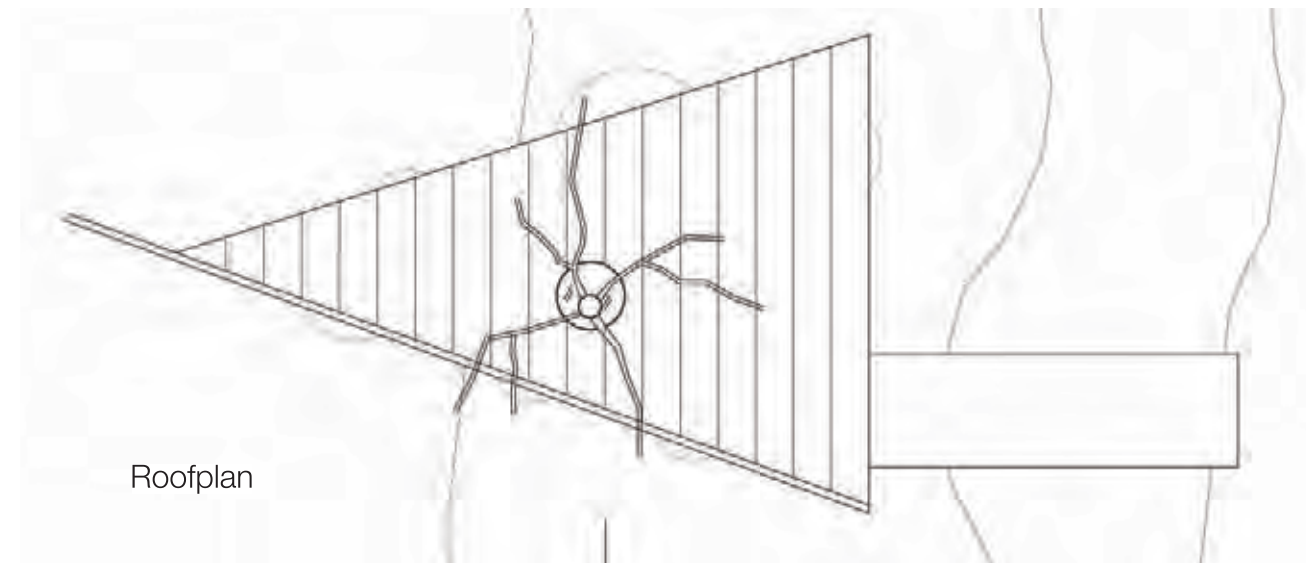
West



North

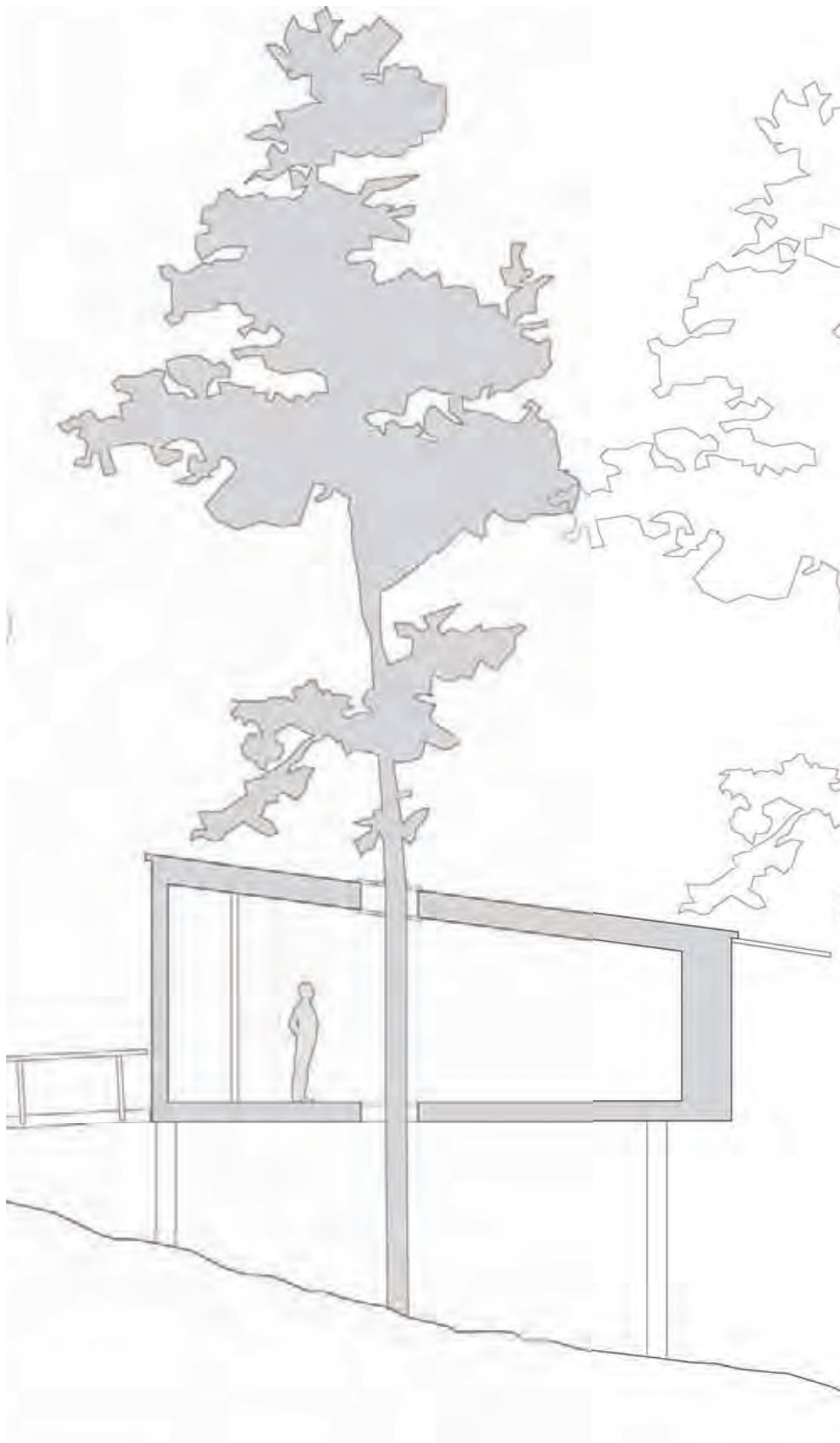


Plan 1:100

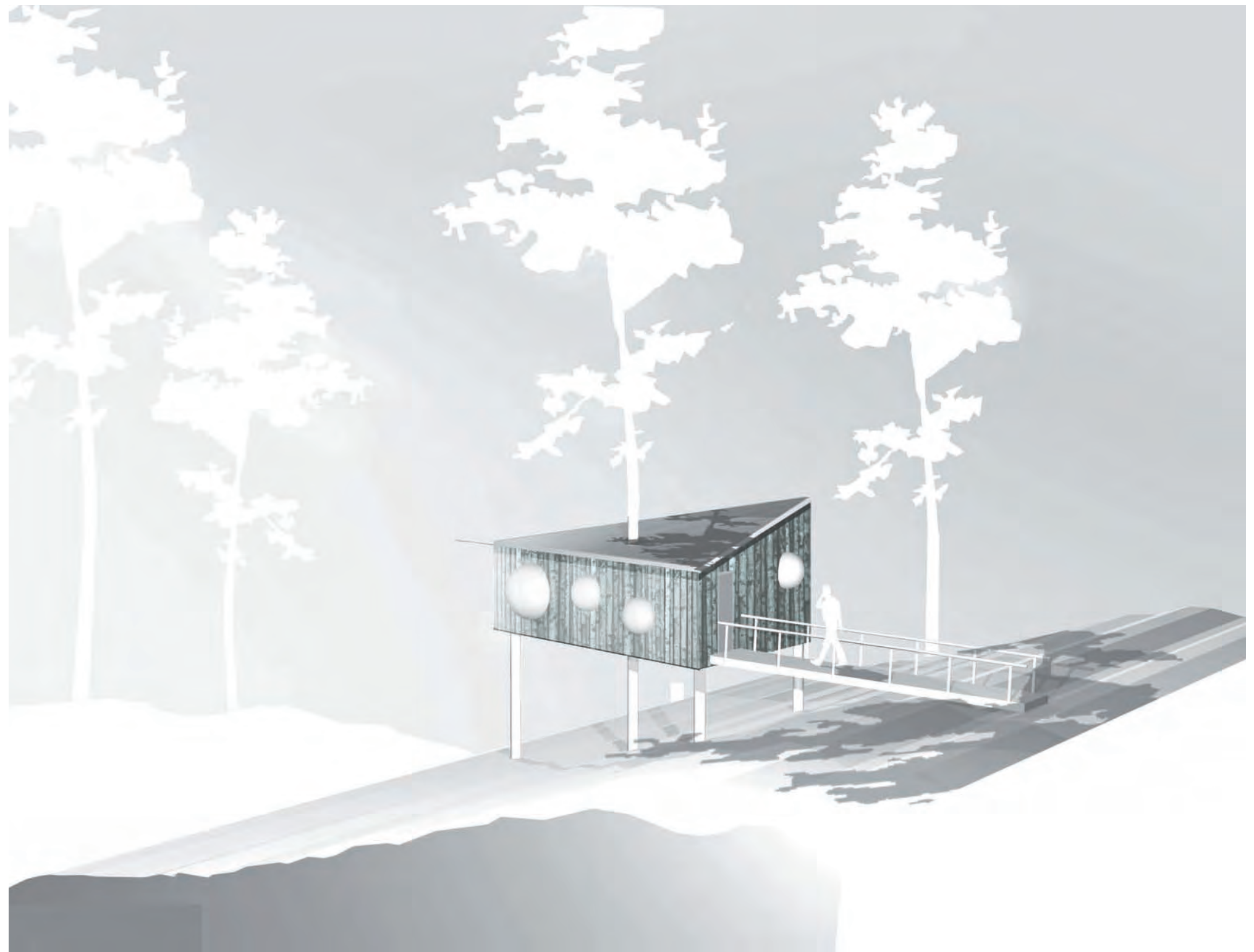


Roofplan





Section 1:100



#### Triangle

To build a cabin in terrain difficult of access, furthermore up in a tree demands simplicity and lightness in material and design. This treehotel is founded on tree points of support measured in the ground. Access to the treehotel is given by a bridge from the mountain behind, which gives a simple accessibility. The building is a traditional wood construction with a facade of split birch stems. Windows by standard cupola of plastic. The dream of living in a tree does not need to be more complicated than that.

Thomas Sandell

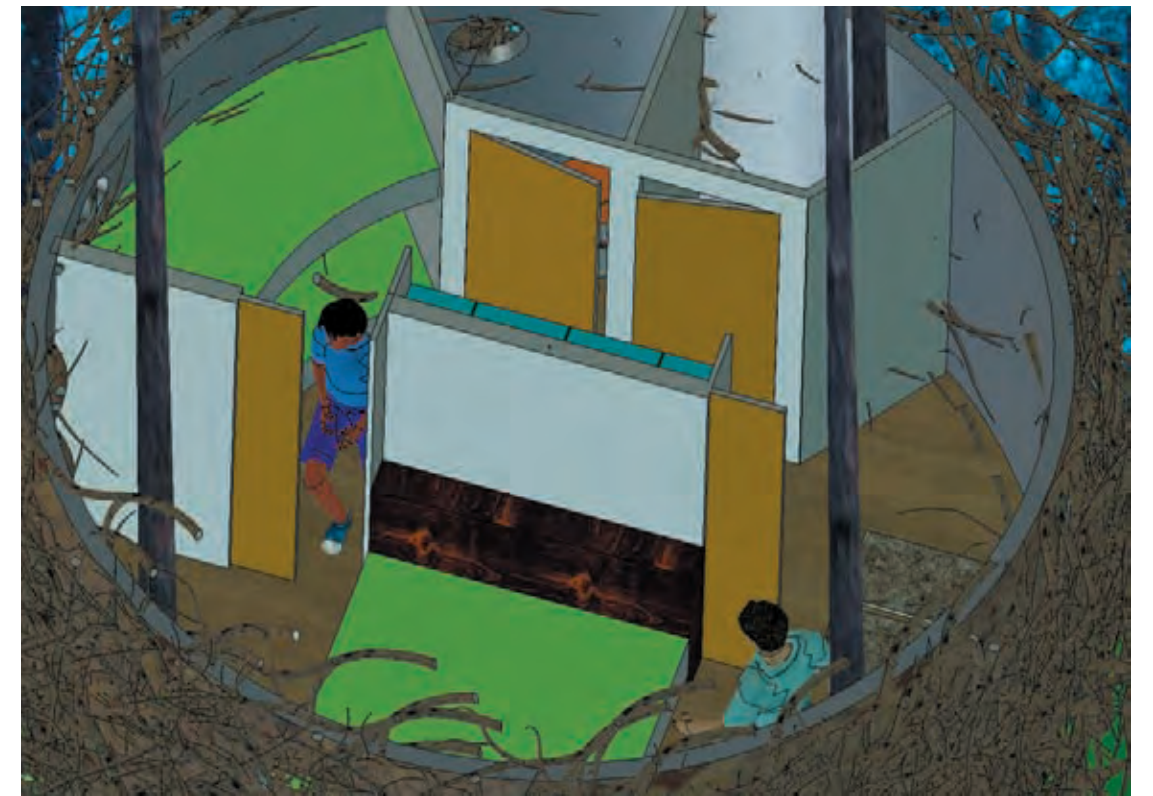
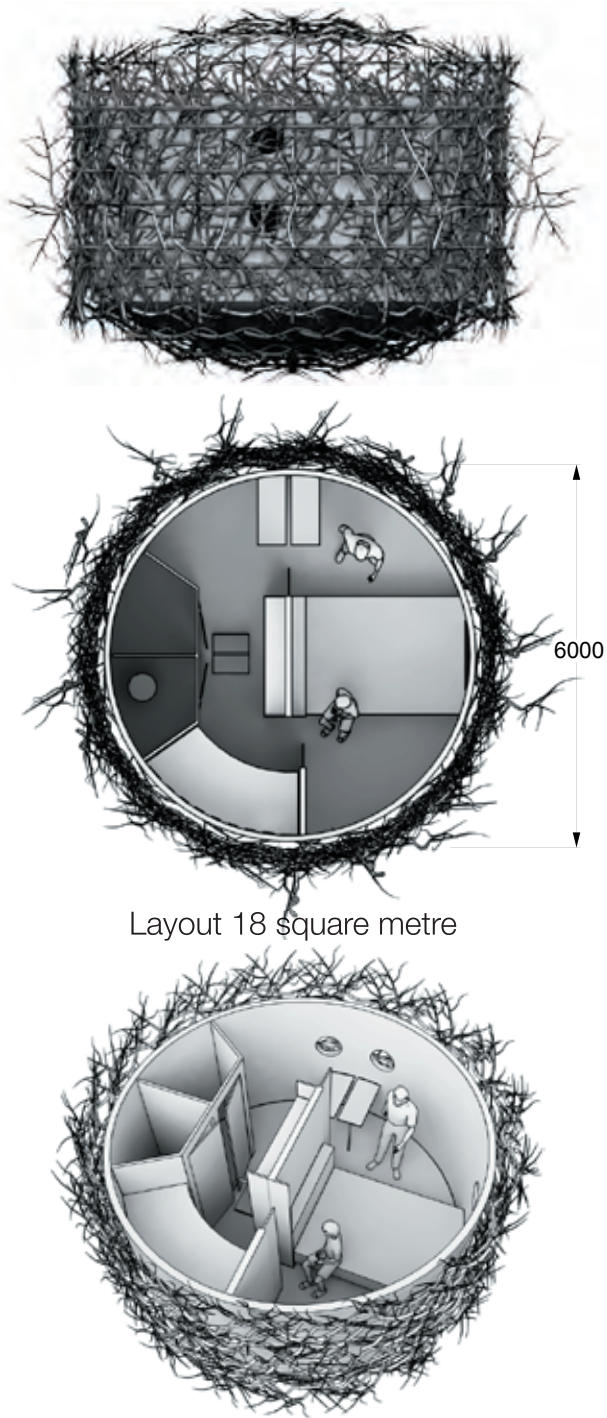
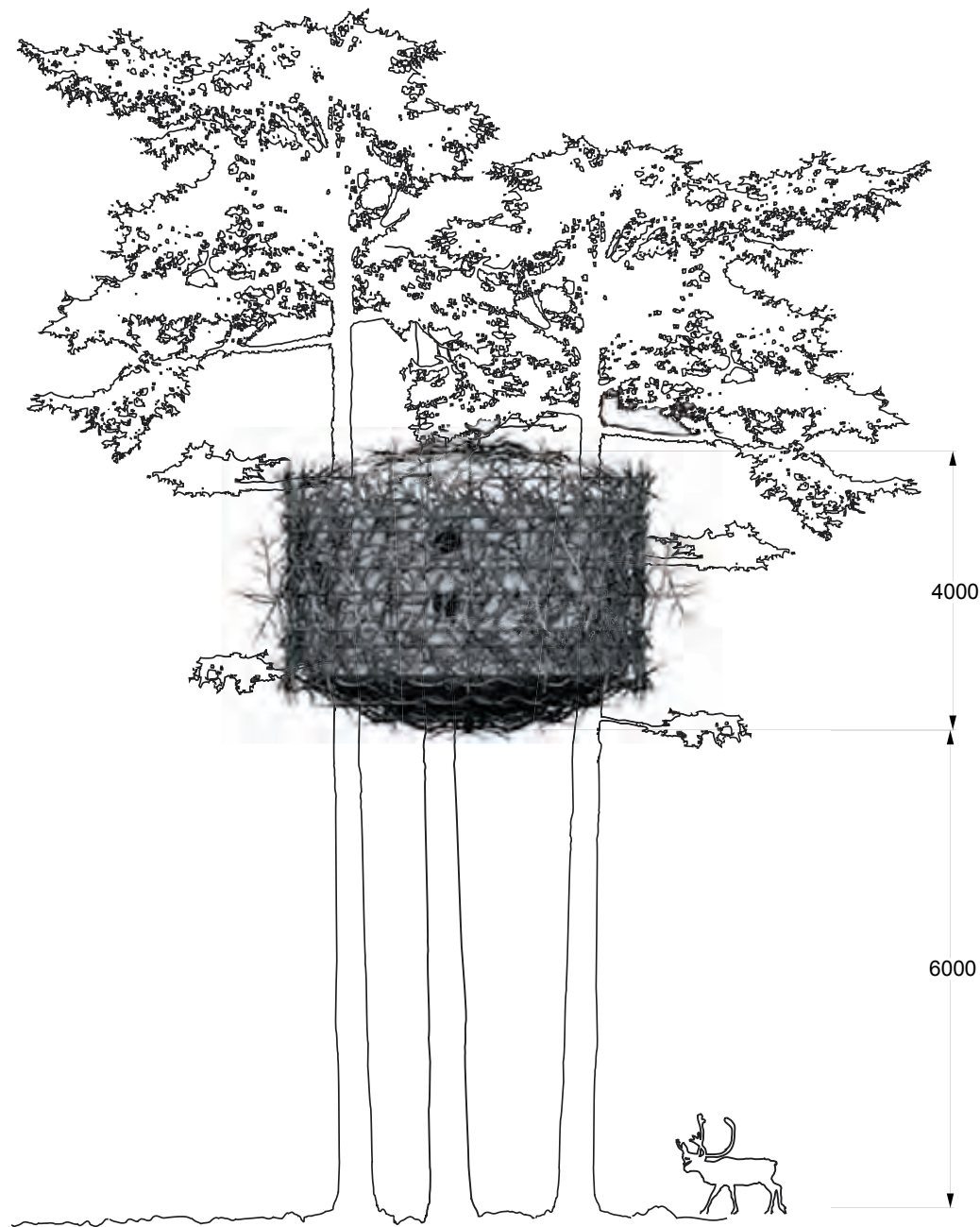
# TREEHOTEL IN HARADS

**sandell  
sandberg**

2009-02-13



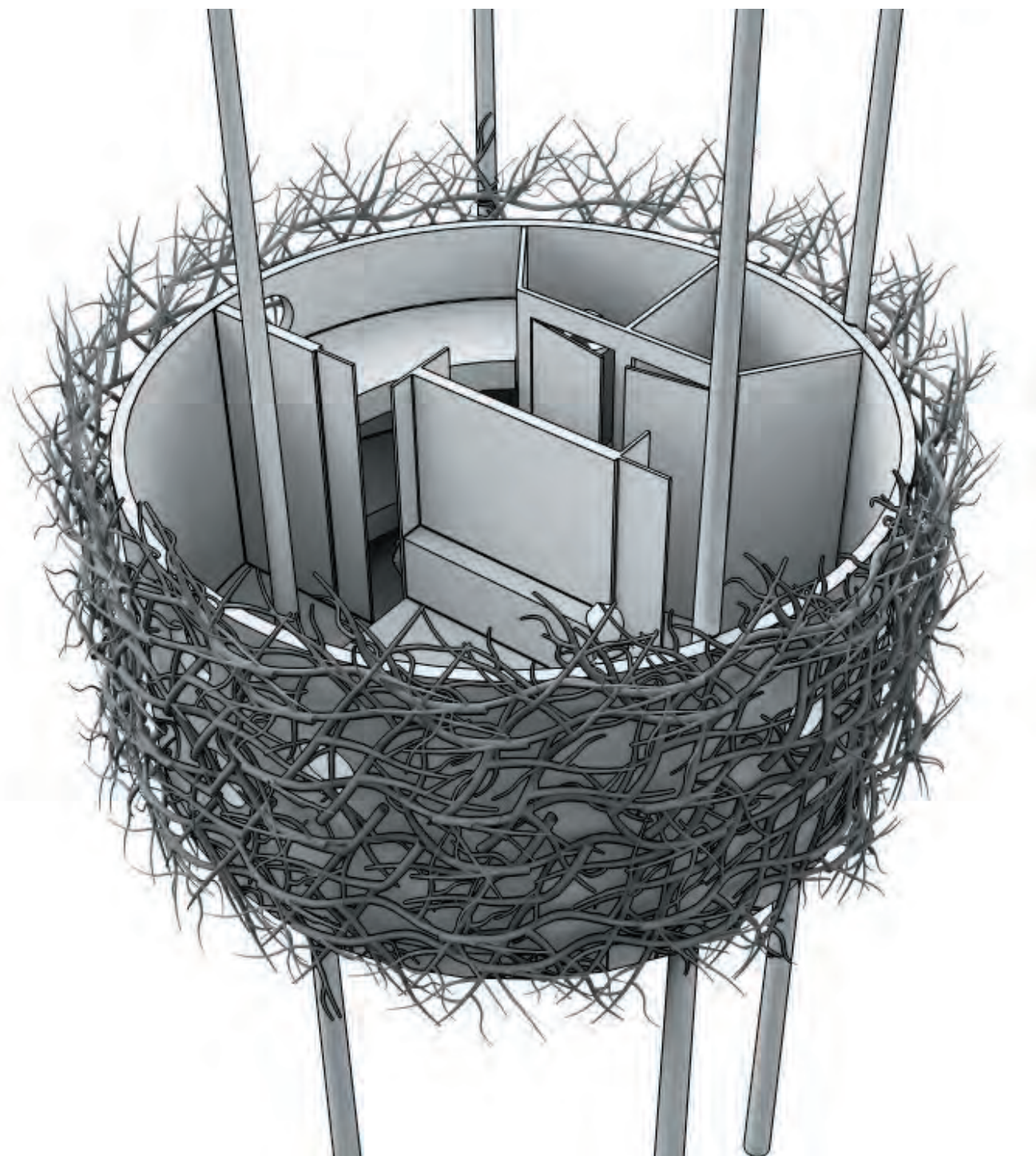




The nest  
Once upon a time there was a boy who went for a walk in the forrest with his father. They came to a strange place and when the boy glanced at his father he saw hesitation in his eyes. Suddenly they heard a .....







#### The nest

This concept is based on the contrast between outside and inside. From the outside its just like a big nest, only the scale separate it from other nests in the surrounding. A camouflage where You became invisible. Discreet windows almost hidden by the network of branches. Inside its a high standard cabin with modern design. A coachwork panel decorates the inner wall. Space and beds for a family with two children. Separate bedroom with sliding doors. You reach the nest with a telescopic ladder.



# TREEHOTEL IN HARADS

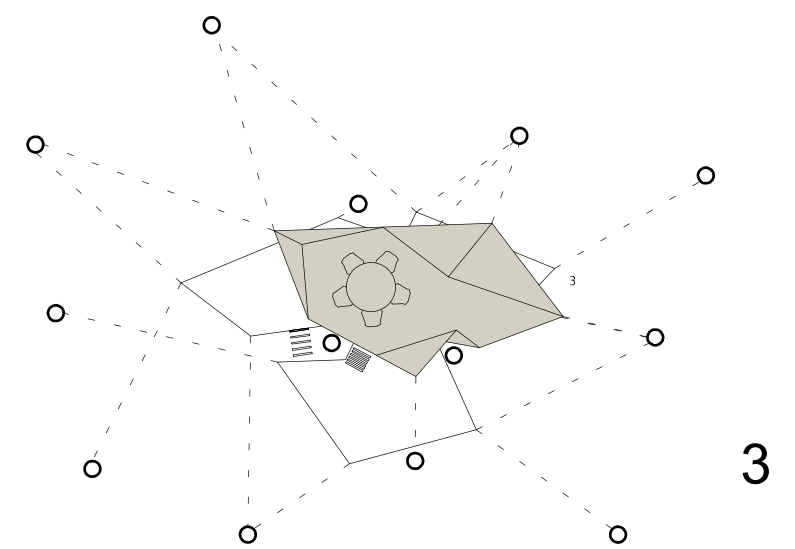
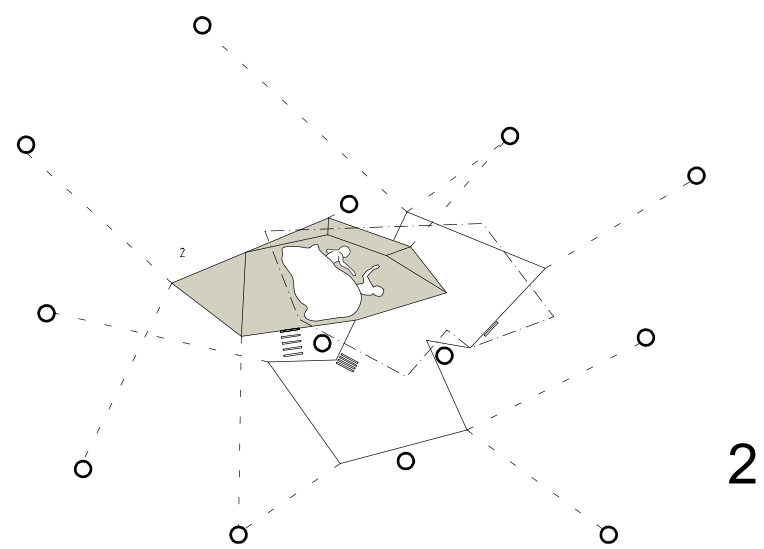
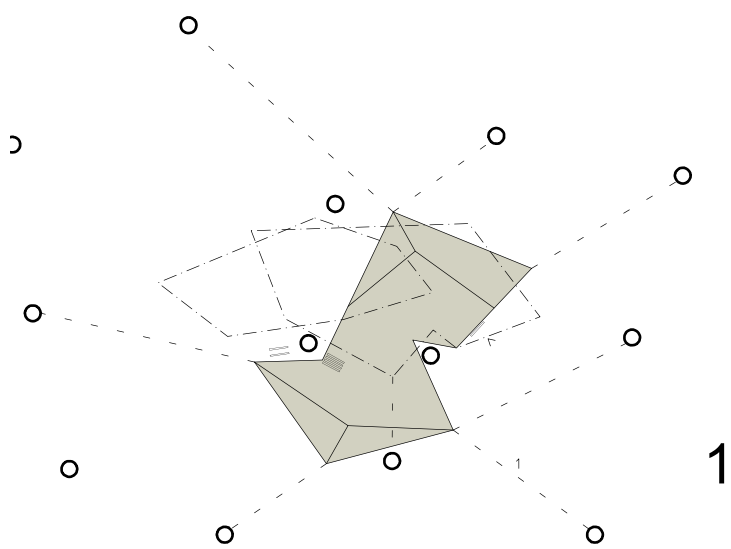
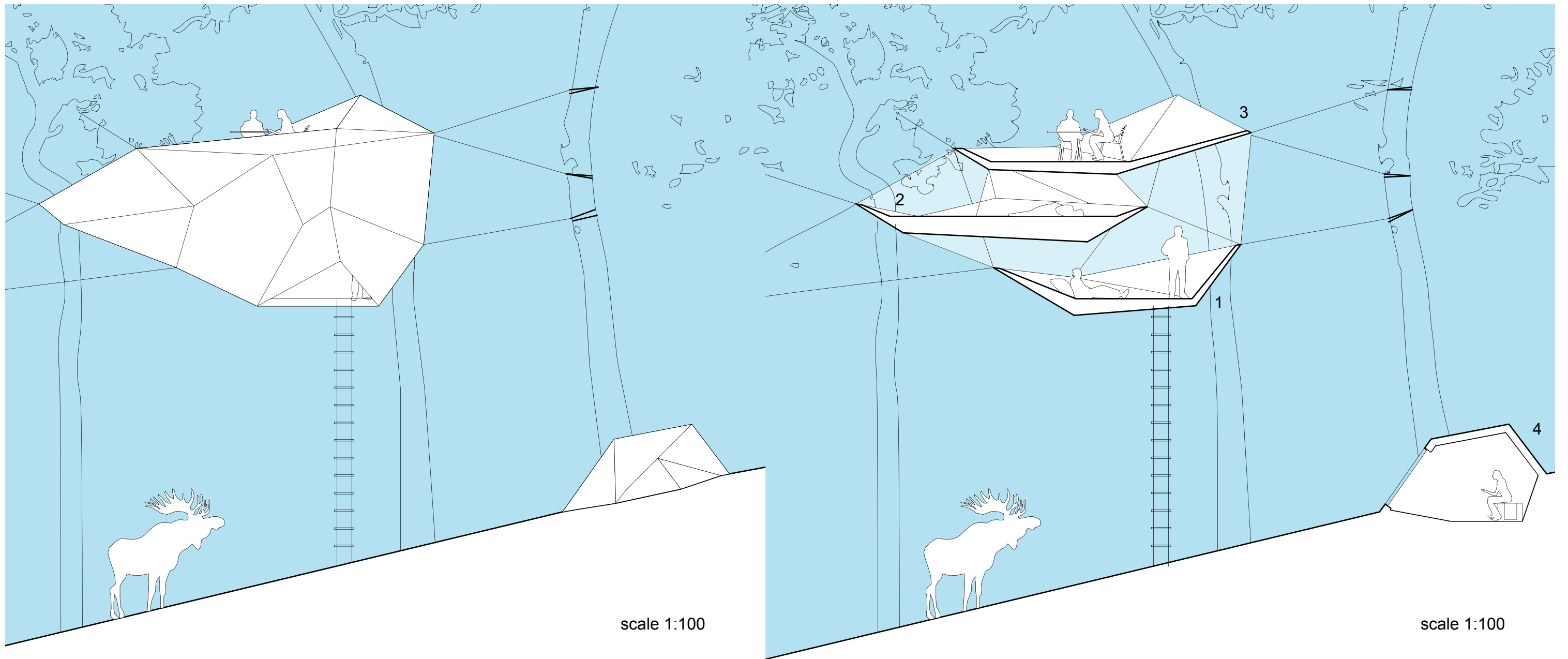


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11.









## The Cloud

### Concept:

To visit the Tree hotel is to live close to the tree crowns, to sit high up among the branches looking out over the vast surrounding landscape. To maximize the experience of nature, the tree house can be unfolded completely, partially or be fully enclosed. To create a flexible solution we have chosen a protective but light outdoor fabric. The smooth surface of the textile stands in strong contrast to the pine forest.

### Disposition:

The tree house consists of four levels. In the top of the tree there is the entrance, the sleeping area and the kitchen area. At the base of the tree, partially lowered into the ground, is a wooden structure that contains a portable toilet.

### Construction:

A framing of beams made out of pine is clamped between the surrounding trees. The outer shield consists of windproof and durable protective outdoor fabric. In the summer, it's replaced by a transparent mosquito net. The sleeping area is embedded within a thick isolating textile structure. The structure can be opened and closed with zippers in various places. The toilet space has an external layer of pinewood paneling.



# TREEHOTEL IN HARADS

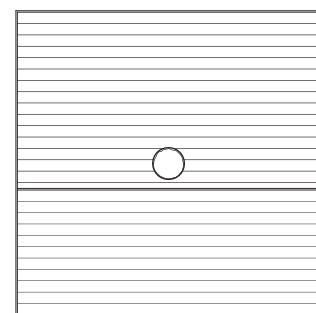
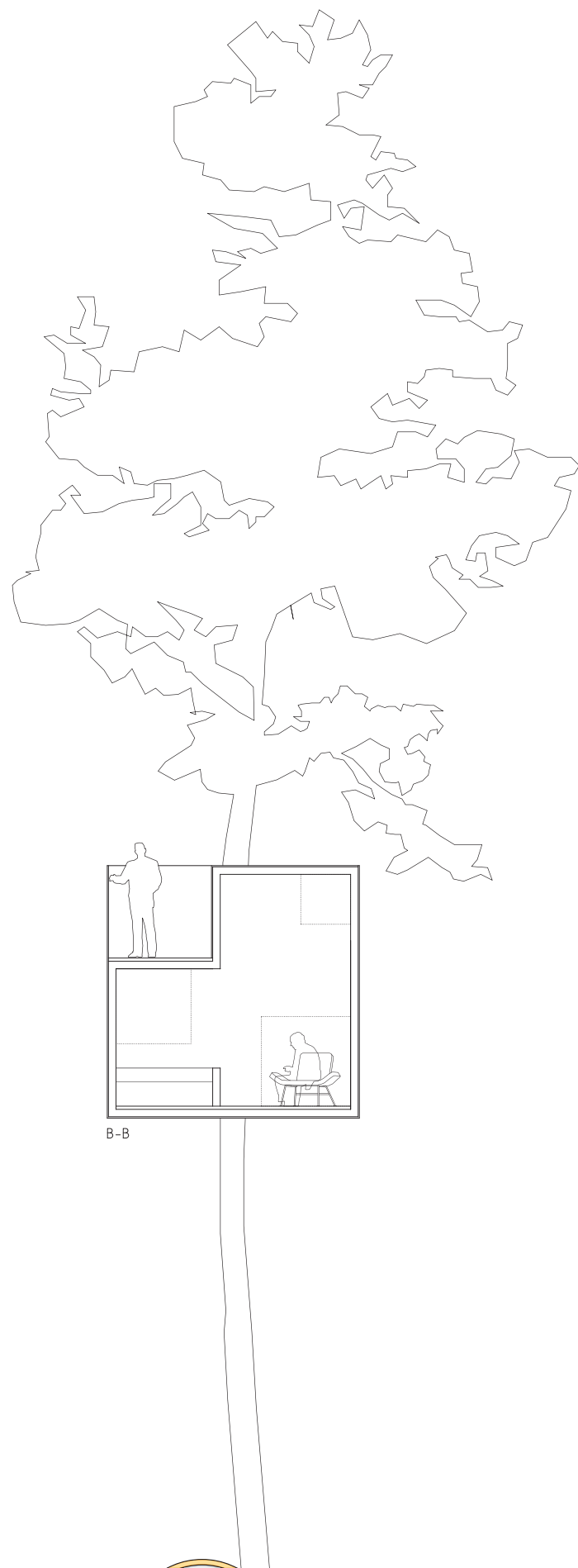
*marge*

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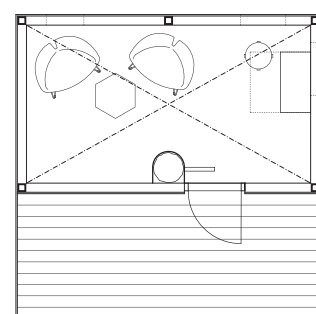


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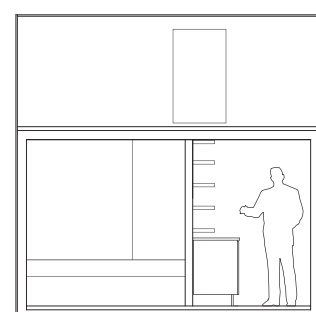




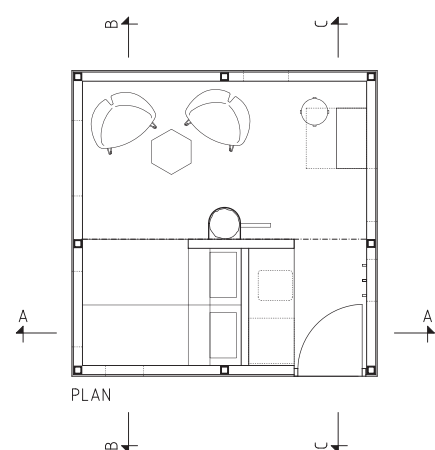
TAKPLAN



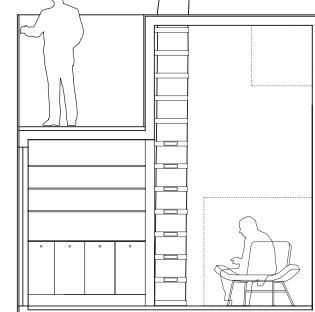
TERRASS



A-A



PLAN



C-C







"A tree hotel in the far north of Sweden.

The concept is to create a shelter up in the trees, a lightweight aluminum structure hung around a tree trunk, boxes clad in mirrored glass, 4x4x4 meters. The exterior reflects the surroundings and the sky, creating a camouflaged refuge. The interior is all made of plywood and the windows gives a 360 degree view.

The functions provides a living for two people, a double bed, a small kitchen and bathroom, a living room and roof terrace. The access to the cabin is by a rope ladder or a rope bridge."

# TREEHOTEL IN HARADS

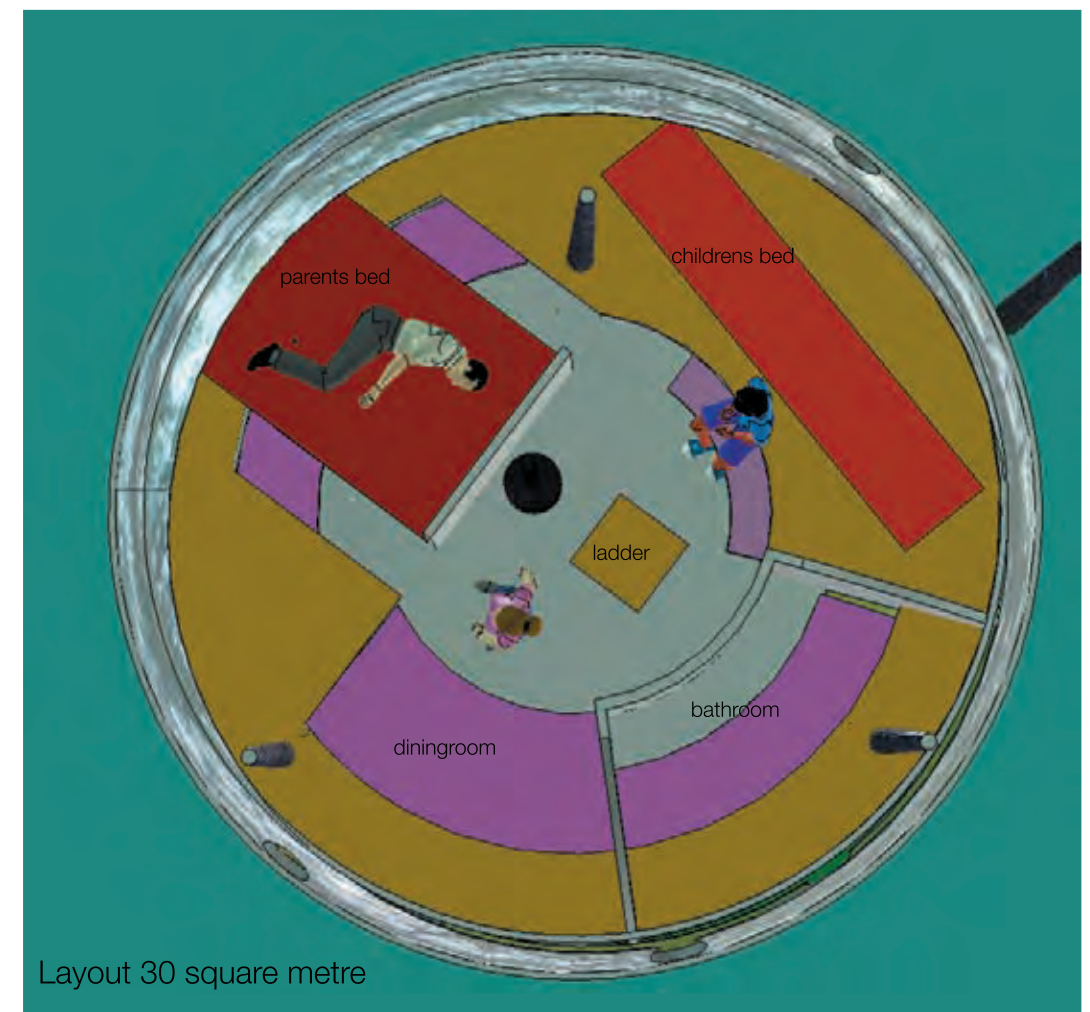
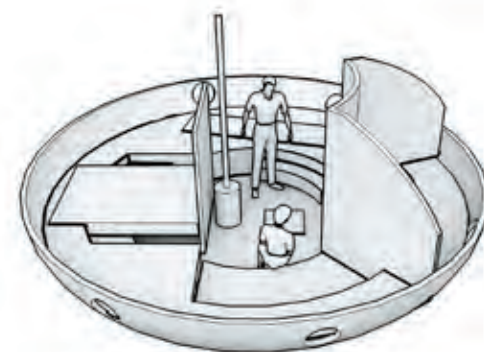
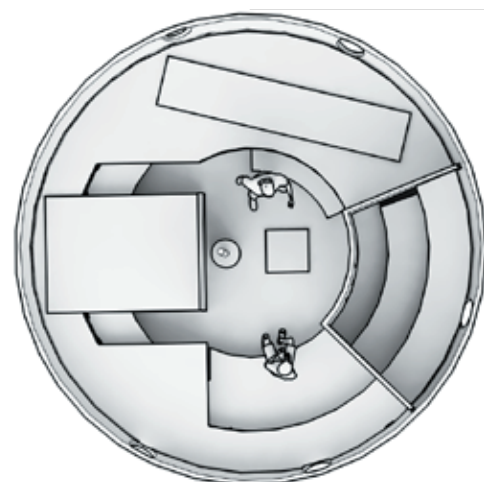
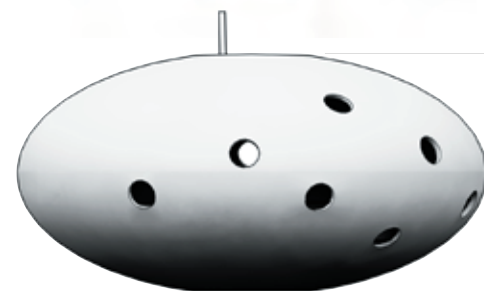
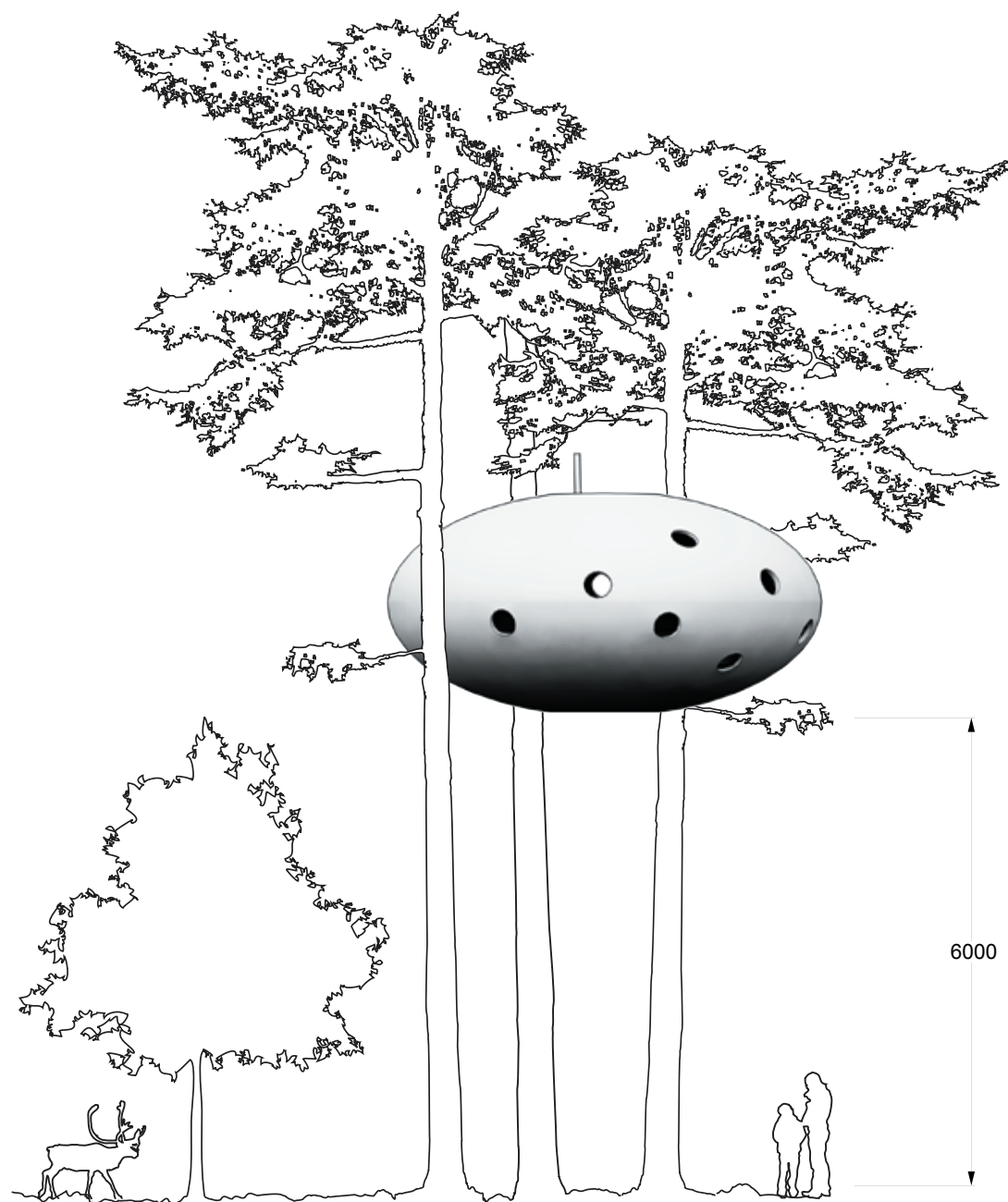
Tham & Videgård Hansson  
Arkitekter

2009-02-13



15.









Ufo  
This is a boys dream. To enter a unidentified flying object have a great attraction to people with fantasy. When working with the nest, the idea came to create something contrary and suddely it became a ufo among the treetops. Outside metallic with classical round windows. Inside a modern comfortable interior with separated levels. Bathroom with shower.



# TREEHOTEL IN HARADS



2009-02-13



17.





Mårten Cyrén      Uppsala, Sweden 3/5 1958

Education  
85-85 Konstfackskolan, MFA. Interior Architecture and Furniture design

Business  
2003-09 Boardmember, Nyckelviksskolan  
2001- Gävle Högskola, Wood och Design teaching  
2000-01 Konstfackskolan, MFA – teaching  
1984- Est. Mårten Cyrén Design

Commissions  
Byarums Bruk AB, Noral AB, Fagerhult AB, Pyra Klong AB, IKEA AB

Exhibitions  
2003 Swedish Profiles, NK, Stockholm  
2001 Cyrén & Cyrén, ÖSKG, Baskemölla  
1999 Furniture Exhibition Snickarakademin-Heinola Crafts&Arts  
1997 "13 Bord" Furniture Exhibition, Malmö

Awards  
2002-2002 7 awards for Exellent Swedish Design

Represented  
The National Museum and The Röhnska Museum



Gustav Cyrén      Orrefors, Sweden 23/7 1968

Education  
1989-95 KTH, school of architecture  
1992-93 Konstfackskolan, sculpture

Business  
2007- Gustav Cyrén Arkitektbyrå  
2005-06 ÅWL Arkitekter (åwl)  
1997-04 Millimeter Arkitekter (mm)  
1995-96 Z Arkitektkontor

Projects, selection  
Quality Hotel Park, Södertälje (coop. with Offpist Arkitekter)  
Vacation house Furuvik 70:3  
Residential bldg Svea Artilleri 15, Stockholm (åwl)  
Ski Lodge Lindvallen, (mm)  
First Hotel Skt. Petri, Copenhagen (mm)  
Berns Salonger, Stockholm (mm)

Exhibitions  
2001 Cyrén & Cyrén, ÖSKG, Baskemölla



MARGE ARKITEKTER

Marge Arkitekter is acknowledged as one of the leading young Swedish Architectural practices. It was founded in Stockholm 2002 by Pye Aurell Ehrström, Katarina Grundsell, Louise Masreliez and Susanne Ramel. Today the practice employs 12 full time architects with worldwide experience. The practice produces work on a variety of scales; ranging from initial strategic studies, masterplanning, housing and commercial developments to interior and product design.

The work of Marge Arkitekter is based on a conceptual design process exploring the use of materials and forms in new and unexpected ways. Their focus is on socially and environmentally sustainable values - creating spaces for people to use and interact in. The practice juxtaposes sustainable technologies with a strong relation to the site. Their clean, sparing approach to space is distinguished by a punctuation of color and an inventive use of materials.

Exhibitions and awards

- Exhibited at NAI, in Young European Architects seminar in Rotterdam 2004.
- Nominated to the European Union Prize for Contemporary Architecture - MIES VAN DER ROE AWARD 2005.
- Winner of the Swedish Lightprize for Rica Talk Hotel 2006

Represented  
The Swedish Architectmuseum exhibition, "Ung Svensk Arkitektur" 2005.  
Young European Architects" – young European architects under 40, 2006  
Greener than thou", London Festival of Architecture, 2008  
The Swedish Architectmuseum 2008  
The IASPIS/Konstnärsnämnden collection, 2008



Thomas Sandell SAR/MSA  
Born 18 february 1959 in Jakobstad, Finland  
Education  
1981-90 Architecture school KTH, Stockholm  
Projects  
Sandellsandberg

2008/2009  
Summerhouse Ygne, Gotland  
Winterhouse Hemavan

2007/2006  
Anebyhus prefab houses  
Stockholm Kallbadhus  
Bodrum, phase 2 70 houses  
k.v Vega, office building  
ÅF, office interior, Stockholm  
Leucos, Italy, product design  
Kungsholmen, restaurant, Stockholm.  
2005 Nordnet, office interior, Stockholm  
Helly Hansen, shopkoncept, Global Arkitekthus, prefabhouses  
FSB, produkt design  
Lexus, fairstand, Paris and Geneva.  
Ciao, cafékoncept, China  
2004 Klara Zenit, office building, Stockholm  
2003 OMX, headoffice 46000 sq.m  
2002 Café Opera, Restaurant, interior Stockholm.  
Twilfit, shopkoncept  
Ordning & Reda, shopkoncept  
Ovalen, new fotboll stadium, Stockholm(not realized)  
2001 EU 2001, designkoncept, (Wingårdhssandellsan dberg).  
Villa Enblad, private house, Lidingö, Stockholm.  
Bo01, restaurant, Malmö.  
2000 The Swedish Parliament, interior, Stockholm.  
(Wingårdhssandellsandberg)  
IKEA, product design.  
EHPT (Ericsson Hewlett-Packard Telecommunications), interior



Tham & Videgård Hansson Arkitekter was founded in Stockholm in 1999 by Bolle Tham and Martin Videgård Hansson with the ambition to offer a progressive and contemporary alternative in the field of architecture. The practice focuses on architecture and design, from urban planning to building and interior design in commissions for public-, commercial- and private clients.

The objective is to create a distinct and relevant architecture with the starting point in the unique context and the specific conditions of each project.

The practice has been awarded prizes and nominations in several open international competitions and in 2008 the Kalmar Museum of Art got the Kasper Salin Award, the Swedish Association of Architects prize to the best building of the year.



Bertil Harström SIR/MSA  
Born 3 june 1948 in Sundsvall

Education  
Interiorarchitect Konstindustriskolan i Göteborg 1977-81

Business  
White Arkitekter i Göteborg 1981-85  
Thurfjell Arkitekter i Östersund 1985-86  
Established Inredningsgruppen AB in Sundsvall 1987.  
Member of the Academy of Medelpad  
Projectleader for VISTET  
Projectleader for Made in Jemtland, Design from Träriket, Design in Dalarna, Orre Geijna.

Comissions  
Fagerhult AB, Glimakra AB, SSC Lindvalls AB, Skeie A/S, Eurobib AB

Awards  
1985-99 3 awards for Exellent Swedish Design  
NUTEKs designcompetition in Bo01 Malmö  
Nova Wood designcompetition 2000  
2000 Interior design "library of the year"  
Sambiblioteket Härnösand  
2004 Interior design Södertörns highshoollibrary  
Kasper Sahlin awarded building.

Represented  
The National Museum



## VISION

Our vision is that Treehotel in Harads can be a part of developing the region around Harads. Treehotel can become an international attraction and center for a network around the world based on designed treehotels.

## BUSINESS

Treehotel in Harads have a strategy to create interest around natureexperience with a designconcept. A growing market for design includes the designer who becomes his own trademark wich also can be exploit. Treehotel will proffer a unique experience in the forest combined with exclusive food based on local raw material and a high service level. The whole concept will be buildt on a nature ecological principles

## ORGANIZATION

Project owner  
Brittas pensionat Britta Jonsson-Lindvall

Project manager  
Bertil Harström Inredningsgruppen AB

### TIME PLAN

2009 Planning and Financing  
2009 Open for booking in treehotel  
2009-2010 building of 6 Treehotel room  
2010 Open for the first guests

Finansiering  
2009 Establish of joint-stock company Treehotel AB  
We welcome investors and partner to take part in Treehotel AB.

### CONTACT

Brittas pensionat  
Edeforsväg 2 A  
960 24 Harads  
Sweden  
phone; + 46 928 10403  
webb [www.treehotel.se](http://www.treehotel.se), [www.brittaspensionat.se](http://www.brittaspensionat.se)  
e-mail. , [info@treehotel.se](mailto:info@treehotel.se), [brittaspensionat@telia.com](mailto:brittaspensionat@telia.com)

Inredningsgruppen AB  
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85590 Sundsvall  
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phone +46 60 121655  
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e-mail: [bertil@inredningsgruppen.se](mailto:bertil@inredningsgruppen.se)



Britta Lindvall  
Born 31 december 1952

Education  
Swedish Red Cross nurseschool  
Managereducation  
Marketing strategy  
Network and projectmanagement for Cultural and culturtourism  
managers of the Barents Euro Arctic region

Business  
Nurse NLL  
Nurse Egedesminde Grönland..  
Manager cottage hospital Harads  
1994-2002 Projectleader nurseproject Apatity Russia  
2002 Projectleader of the non profit local action group Bykraft  
1998-2000 Marketingchief for Edefors Marknad  
2000 Producer for the musical "Agnes, älven och upproret"  
2001 Edefors marknad i egen regi  
2003 Brittass Hostel

Awards  
2 times the woman of the year in Edefors  
The woman entrepreneur in Boden  
Projectleaderdiploma in Boden  
"Föredömlig kvinnlig landsbygdsinsats" av Norrbottens Läns Hushållningssällskap  
The developinggroup of the year "Hela Sverige skall leva"  
Folkrörelserådet.  
Chairman of the board Skogslandet LEADER II AB  
Member of the board in Bodens företagarförening  
Member of the board in Boden Turism



Kent Lindvall  
Born 13 mars 1954

Education  
The university in Umeå vocational guidance

Business  
Fire services Bodens kommun 1975-  
Guidance officer 1982-2008  
Chairman Bykraft Local action group since1988  
MD Fishingnorth AB 1995-  
FishingNorths policy is to give the customers a memorable travel experience with personal service to the world's most interesting fishing destinations and this to a reasonable price. FishingNorth organize trips to Russia Kamchatka and Kola Peninsula , Norway, Sweden, Cuba, Belize and other prime destinations worldwide.  
Experience of international travel & tourism with a with a large network worldwide.

Chairman of the non profit local action group Bykraft  
Bykraft works with local development in Harads and run meeting place, cinema, youth recreation centre , camping ground ,EU Project for culture an local development.

Awards  
The developinggroup of the year "Hela Sverige skall leva"  
Folkrörelserådet.

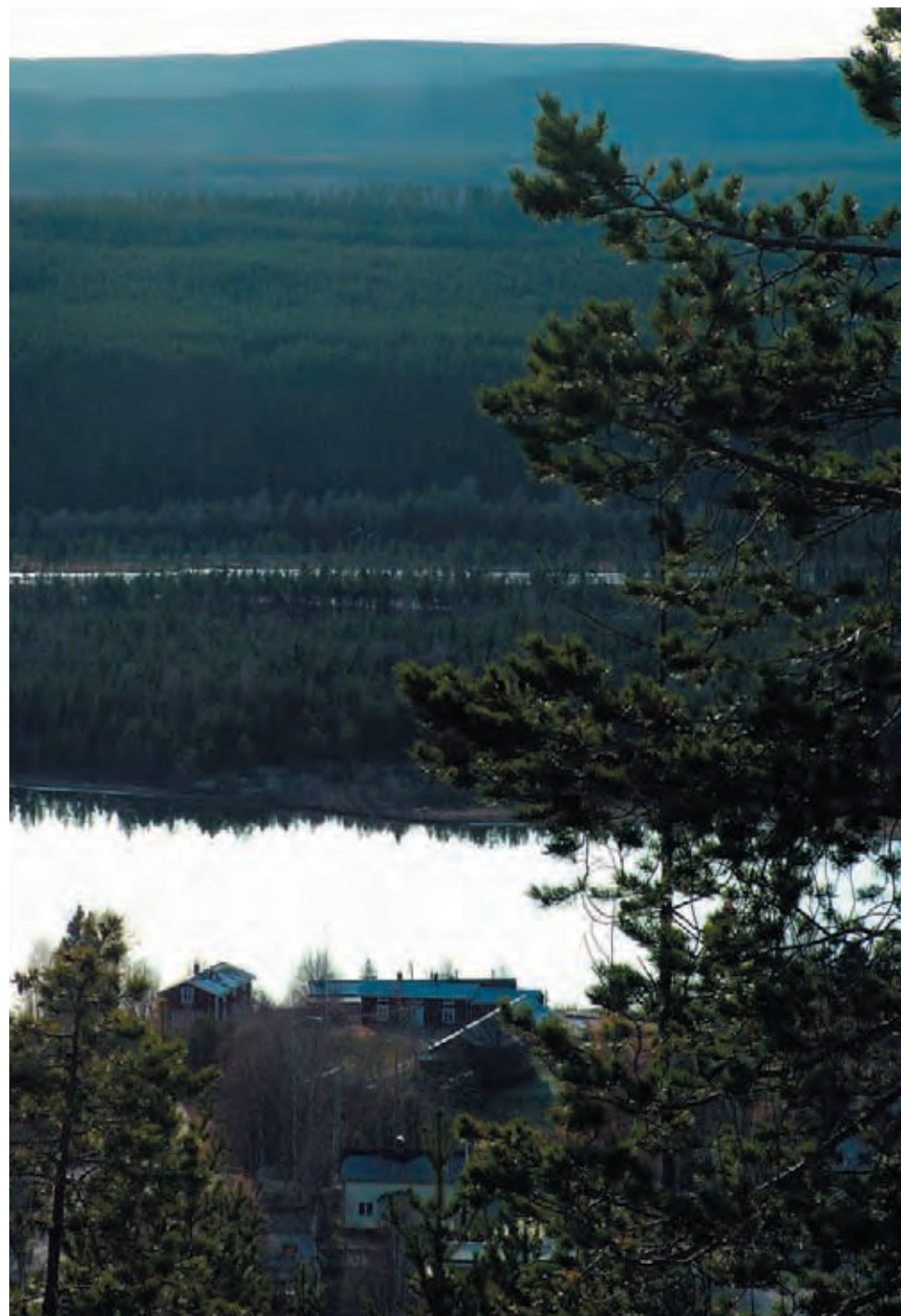
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19.









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21.



