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Arrowstreet designs renovation of Reykjavik Natura Hotel in Iceland

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Reykjavik, Iceland Arrowstreet served as design consultant for the renovation of Icelandair Hotel's Reykjavik Natura (formerly Hotel Loftleider) to position this flagship property as Icelandair's "gateway" to Iceland. A newly created entry court yard, bounded by traditional turf walls, leads to a light-filled, reconfigured lobby and attached outdoor deck.

Other changes include improved guest rooms, a new restaurant, and swimming pool improvements including a new spa.

Prior to renovations, the lobby was small and dark, with no windows or natural light. By rearranging staff offices, guests can now enjoy a larger space with comfortable casual seating and views to the outdoors.

"Our core design strategy was to integrate elements of Icelandic nature and culture into all aspects of the design," said John Cole, Arrowstreet's project principal. "The result has been a modern and beautiful hotel that pays respects to its local vernacular and aesthetic."

Visitors now have a choice of staying in moss, geothermal, Aurora Borealis, volcano, or water themed rooms, each offering educational facts about and beautiful art of Iceland's natural elements. Continuing in this theme of local natural focus, new restaurant Satt's cuisine focuses on local Icelandic seasonal produce; and the lobby, hallways, and other public spaces display local artists' work.

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