

# CITY BY CITY HOTELS

## reykjavik hotels

CATRIN DAVIES, WGSN 09.04.08

### Hotel Borg

**Sophisticated, glamorous and not in the least bit pretentious, the Hotel Borg (where Marlene Dietrich is said to have sipped a cocktail or two in her day) was refurbished in 2007, reinstating some of its original 1930s allure.**

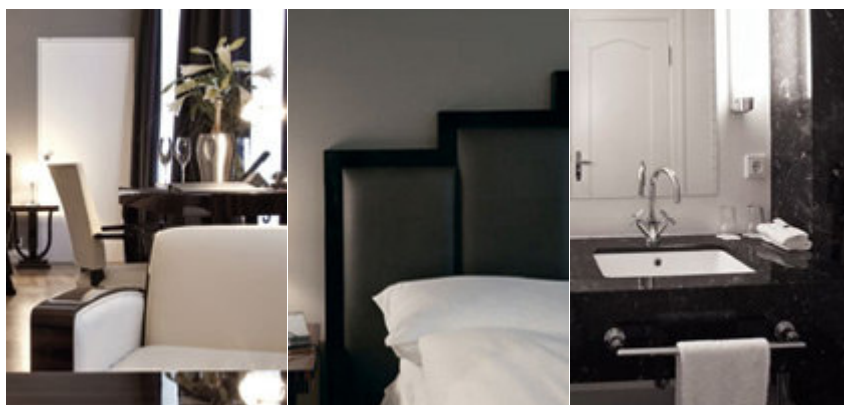
Located at the foot of Laugavegur, Reykjavik's main shopping drag, the Hotel Borg overlooks the quieter edge of town, presiding over a pleasant patch of green and the Icelandic parliament.



Hotel Borg

It's hard to believe this attractive hotel was once run to the ground, languishing from years of neglect after its Art Deco heyday. After several changes of ownership, the hotel finally landed in the hands of the **Kea Hotels** group, who oversaw a two-year refurbishment plan to breathe life back into this time capsule of **glamour and history**.

From the room keys to the door handles, the **devil is in the detail**. The Art Deco finesse is all there - in the high gloss, lacquered finish to **bespoke pieces of furniture**, the bulbous light shades, the dominance of **black and cream**. The refurbishment is respectful without ever being indulgent, with restraint showing in the **muted colours** and the **controlled decoration**, which never ventures into the flamboyant.



Hotel Borg

In the rooms **Bang & Olufsen** flat-screen televisions, **Philippe Starck** bathroom fittings, **free wi-fi** and heated flooring are the modern touches, which complement the period feel. We were even pleased to see the Borg reviving another little hotel relic - **complimentary tea and coffee**.

### Hotel details

Posthusstraeti 11  
101 Reykjavik  
Tel: +354 551 1440  
[hotelborg@hotelborg.is](mailto:hotelborg@hotelborg.is)  
[www.hotelborg.is](http://www.hotelborg.is)

### Rates

- Single room from 17,300 ISK (winter)
- 20,900 ISK (summer)

### We love...

- The old-fashioned room keys - no swipe cards here.
- Complimentary tea and coffee.
- The glossy, lacquered furniture in the lobby and bedrooms.
- Understated Art Deco glamour.
- The funky Silfur restaurant.

Another feather to the Borg bow is the **Silfur** restaurant - one of the best in the city. Its decor is an impressive **chessboard of black and white**, adding a bit of hispster edge to the sophisticated surroundings. The menu (from the people behind the impeccable Seafood Cellar) combines Icelandic classics with quirky French touches.

Unlike similar upmarket hotels where 'service' is almost to the point of suffocation, staff at the Borg are **friendly, considerate** and not in the least bit intrusive.

There is a presiding air of **quiet calm** and **elegance**. The Borg doesn't need to affect sophistication, it just comes naturally...

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