

STAY - WHAT COPENHAGEN NEEDED

A few years ago, the A House was the hub of Copenhagen's creative elite. Now the building has been transformed into STAY, which offers a couple of hundred apartments that come with space, freedom and view. Booking an apartment gives you access to the biggest rooftop terrace in Scandinavia as well as a meticulous design, which can be seen in everything from the front of the house to the hat stand. Accordingly, Copenhagen is no longer lagging behind when it comes to housing guests, who want more than a place to spend the night.

STAY fills the void

In the spring of 2010, a progressive new Copenhagen concept was ready to receive the guests who flock here, hoping that they can feel at home. The former creative focal point, the A House on Islands Brygge, has been turned into STAY. Within the history-filled building, you'll now find 179 spacious and delicately decorated apartments and a wide array of other conveniences. STAY fills one of Copenhagen's voids. The nineties and noughties were undoubtedly kind to the capital that was tagged with superlatives such as inviting, roomy, inquisitive and easy to navigate by news media such as CNN and style bibles such as Monocle and Wallpaper, but there was one category in which Copenhagen fell behind its European competitors. And that was when it came to accommodation that matched these buoyant superlatives.

STAY at STAY and make it your own

STAY aims to change this. Whether you're a tourist, conference guest, on a business trip, travelling through or temporarily moving home. The service apartments are not only among the capital's biggest - the breakfast café, fitness centre, lounge, cleaning and Scandinavia's most breathtaking rooftop terrace, makes living at STAY a thoroughly generous experience.

But STAY is more than setting, a lofty atmosphere, timeless design and favourable prices. It's a new way of visiting Copenhagen. A way that offers guests the same freedom that Copenhagen's inhabitants are currently enjoying. STAY's guests have the option of cooking their own food. The freedom to come and go as they please. The tranquillity that lets them think their own thoughts at their own pace.

STAY lets you live

And the living is easy. The building's timeless, modernist structure has been maintained on the outside, while the inside of the house has been decorated by interior design expert and furniture maker HAY. The ground floor furthermore offers up some of the country's preeminent grocery stores.

As previously mentioned, the STAY building was until recently an artistic hub for Copenhagen's creative class. Consequently, the artist TAL R, the musician Anders Trentemøller and the designer Henrik Vibskov are among the building's previous users. Their need for space and tranquillity in the midst of the city lives on at STAY where guests aren't supposed to feel stockpiled or like they're just travelling through. They're supposed to feel at home.

STAY - THEN AND NOW

- The A House was named after its shape since the house forms and A when viewed from above. It was built in 1963 and it was originally an office building
- In 2002, the owners of the house invited Copenhagen's growing creative but homeless segment into the house. The colourful flock lived, painted, played, photographed, composed (and so much more) until three years of comprehensive renovation began on schedule in 2007
- In March 2007, STAY's 179 service apartments and its many other conveniences were finally ready and open for guests
- With its view of the harbour and the city, walking distance to Vesterbro in one direction and the metro placed in the other, STAY is at the heart of everything
- Apart from STAY's own fitness centre, you'll find the grocery store Irma and the bakery Emmerys on the ground floor. In the summer of 2010, a couple of esteemed restaurants are also planning to move in
- The office floor STAY WORKING offers smaller businesses the opportunity to move in. They have the chance to draw on its many services and advantages. STAY WORKING very likely has Copenhagen's most modern and flexible office environment
- Please visit STAY at www.staycopenhagen.dk
- STAY are currently running a campaign offer. For more information please call our Head of Sales, Jeanette Friedrichs, on 0045 22 2505 32

