



HÓTEL BORG

CHARACTER WITH STYLE

Hotel Borg's Amazing History

Hotel Borg was originally built for Jóhannes Jósefsson, a famous strong-man and adventurer. Jósefsson was born in the north of Iceland in 1883 and became a champion of Icelandic wrestling at an early age. He competed in Greco-Roman wrestling at the 1908 London Olympics at the age of 25 and came in fourth. He then travelled the world, ending up in America with Barnum & Baileys Greatest Show on Earth, where he performed as an unarmed contender fighting opponents even armed with knives. Jósefsson became a wealthy man from his circus activities and returned to Iceland unscathed in 1927.

His dream was to build a luxury hotel in Iceland. The first millennium celebrations of the republic were at hand and a hotel, fit for foreign heads of state, was needed in Reykjavik. Jósefsson placed great emphasis on the hotel being located in the heart of Reykjavik, which is why Hotel Borg stands dignified in a graceful square, next to the Parliament (Althingi) and the old cathedral.

The cornerstone was laid in 1928 and the hotel was opened in May 1930. As a proud owner of this landmark building, Jósefsson was usually referred to as Jóhannes at Borg. Through the years Hotel Borg has been entwined with Reykjavik's history. Now it has been renovated with every detail restored to its former glory.

Upon entering this grand building through a set of circular sliding doors, that are in effect a modern take on the classical rotating-door entrance, one comes into the foyer, resplendent in Art Deco styling. The renovations focused on preserving the Borg's classical Deco style. The modifications create a truly coherent whole: moulding, door handles, room number plaques, elevator call buttons and even the conical silver door hinges all reflect the original pieces as they were at the hotel's 1930 opening.

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

The rooms have been adorned with photographs of Reykjavik life from 1925 to 1940, showing guests authentic scenes of the age represented by the hotel's décor.

Borg's restaurant, Silfur, provides world-class cuisine to match the high standards set by the hotel. With its prime location, first-class services and unique character, Hotel Borg is an ideal representative of both Icelandic culture and sophistication.



Hotel Borg – Character With Style

Dignified and imposing, Hotel Borg overlooks the beautiful square of Austurvöllur, in the heart of Reykjavík, across from Althingi, the Icelandic parliament and the cathedral. The Borg, which has become one of Reykjavík's landmarks, is conveniently located within walking distance of variety of restaurants, businesses, souvenir shops, art galleries and specialty shops.

Hotel Borg offers 56 elegant and uniquely decorated rooms and suites, personalized service, restaurant, banquet and meeting facilities.



Custom Made Comfort

All 56 rooms have custom-made furniture and fittings with modern amenities including flat-screen satellite TV and high-speed internet connection. The period black and white bathrooms are well equipped with Philippe Stark fittings and heated marble floors. By mixing colours, forms and material, each room gets its own individual touch.

For an extra touch of luxury, Hotel Borg offers superior rooms and suites. Bang & Olufsen flat screen TV, CD player, radio and high quality Hastens beds are among the extra amenities in the suites and the top floor deluxe rooms. The two-floor Tower Suite which offers one up to three bedrooms has a magnificent 360° view of the Reykjavik city centre. The hotel also offers interconnecting rooms and suites.



Standard amenities in all room types:

- Parquet veneered floor
- En suite facilities
- Bathtubs
- Hair dryer
- Coffee and tea sets
- Flat-screen satellite TV
- Trouser press/Iron board
- Safe
- Bathrobes
- Slippers
- 2 B&O telephones
- Internet connection
- Minibar

Additional amenities in Deluxe rooms :

- B&O flat-screen TV
- Hastens bed

Additional amenities in Suites:

- B&O flat-screen TV
- B&O CD and radio
- Hastens bed
- Walk in shower & bathtub
- Top location and great view



Total number of rooms and suites: 56

Single rooms: 7, average size 18 m²
Double rooms: 25 average size 25 m²
Double Superior rooms: 7, average size 29 m²
Double Deluxe rooms: 5, average size 30m²
Suites: 7, average size 45 m²
Tower Suite: 1, with 1-3 bedrooms, size 70-125 m²



Character, Soul and Style

Hotel Borg is so much more than just a four star hotel. It's an experience in itself as it gracefully combines old time elegance with modern style.

Silfur – Nordic Cuisine

Experience the best of Nordic cuisine in a dreamlike sanctuary away from the hustle and bustle of daily life. Silfur provides the perfect getaway for good company in a peaceful and quiet atmosphere. Traditional cuisine with its own unique touch parallel to the modern interior is certain to make a memorable evening out. Silfur also offers private banquet halls which can accommodate the smallest meetings as well as larger events.





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