

## Case study

### **The world's first design hotel**

In July 1960 the SAS Royal Hotel opened in Copenhagen as the world's first design hotel. Now known as the Radisson Blu Royal Hotel, it was the embodiment of Arne Jacobsen's whole-picture approach to architecture and design.

Jacobsen received the brief in 1955 from Scandinavian Airlines System (SAS) to build the first hotel of its kind and set Copenhagen up as the Nordic gateway for the new tourists travelling from America. The hotel was to act as a terminal in the city centre, with guests whisked direct from its cocktail lounge to Kastrup Airport in a mere 20 minutes.

The glassy horizontal box, topped with an 18-storey vertical one, was a tower of translucence that reflected and blended into the sky around it, somehow merging into its low-rise city home.

Jacobsen designed everything within the hotel's 22 floors – his hand was seen in furniture, carpets, curtains, wine glasses, cutlery, signage and, of course, the timeless lever handles still made by d line. Today, only room 606 remains as it stood in 1960, and it has fully functioned as a guest room until recently.

The AJ lever handle endures too. The original pieces still remains in place in room 606 as well as in several of the bathrooms across the hotel.

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### **About d line**

d line is a heritage Danish design brand conceiving and hand crafting enduring architectural hardware, sanitary ware and solutions for barrier-free living.

Launched in 1971 with the coordinated line of stainless steel architectural products Knud Holscher created for St Catherine's College Oxford, d line has since collaborated with iconic Danish designers including Arne Jacobsen. The brand's ambition is to be universally known, coveted and admired for the uncompromising endurance of its design, craftsmanship and quality.

### **About the Arne Jacobsen collection**

For more than half the 20th century, the architect and designer Arne Jacobsen (1902-1971) was the driving force of Danish design and architecture. Today, over 45 years following his death, his work is still considered the epitome of Danish design, both within Denmark and by the world outside it.

One of the most distinguished examples of this thinking is the SAS Royal Hotel in Copenhagen – now called the Radisson Blu Royal Hotel – which opened in 1960, and in which Jacobsen designed absolutely everything. This included several significant and now-celebrated pieces, from the Egg and Swan chairs to his straight-lined stainless steel cutlery to the d line Arne Jacobsen lever handle.

Jacobsen intuitively scanned the outer limitations of the form of an idea, its technology and its material. It was this unique approach he applied to the lever handle, which was designed around the shape of a

palm's grip. Fluid and flexible, it is as fitting in a corporate building as in a high-end condo, a residence or in a resort.

The Arne Jacobsen Collection includes this handle, as well as the designer's simple thumb turns and toilet indicators.

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## Notes to editors

Architects: Arne Jacobsen

Location: Copenhagen, Denmark

Year: 1960

Product attributes:

- Designed by Arne Jacobsen
- 20-year guarantee
- d line ball bearing system that lasts forever
- High quality stainless steel AISI 316 (non-corrosive and highly durable)
- Several colours and finishes for different aesthetics, choose between: satin stainless steel , polished brass, PVD brass, PVD copper, PVD black

Links

- <https://dline.com/collections/arne-jacobsen/>
- <https://dline.com/cases/sas-royal-hotel/>

## Contact

Leah Stace  
Marketing Manager

**T:** +45 20 60 15 50

**E:** lks@dline.com

**W:** dline.com

Vendela Johansson

Content Specialist

**T:** +45 31 32 91 21

**E:** vjo@dline.com

**W:** [dline.com](http://dline.com)