



Arne mentions the social change brought by ICEHOTEL.

ICEHOTEL: be spontaneous like water

Arne Bergh, Creative Director, ICEHOTEL (Sweden)

“Every year, ICEHOTEL welcomes artists and designers around the world to build a premise for tourists. Although design plans have been sent before they arrive, they need to act spontaneously, like water, in unforeseen circumstances. Half of the creators have been here and half of them rookies; the returning ones can help the new. All of them enjoy the creative atmosphere and supportive community – the place becomes a melting pot.

“In the beginning, people in the neighbourhood were sceptical about us and tourism. However, decades have gone by and ICEHOTEL is on the map. Our builders and staff settle down in the town; society is changing; global economy comes in – they have become acceptive.



Interior view of ICEBAR (Photos Credit: Taken by Martin Smedsén)

“By the way, it’s my second visit to Hong Kong. The first time was when I was twenty, working on a cruise as a sailor. I got my first and only, so far, tattoo in Hong Kong. It’s my sentiment with the city.”



Tim Stock expresses his forward-looking views on society and culture.

scenarioDNA: water as part of sustainable strategy

Tim Stock, Assistant Professor, Parsons The New School for Design, Co-founder & Managing Director, scenarioDNA (USA)

“Our concept of design has to be placed in the context of society – but that’s so often missing. The true value of design is to be in the world. We have to become more efficient in terms of how we use technology and materials available to us; it’s true sustainability. It’s about making things really matter as opposed to making pretty things.

“Food, water usage and carbon footprint are impacting the consumers’ perception of value of a product but at the same time impacting the bottom line the company is providing. Understanding a sustainable strategy as a company is being connected and empathetic to the society. Huge corporations have to start dealing with these issues now, like water usage, so to make sustainable strategies integrated in their core beliefs.”



Tim uses different brands of bottled water to explain cultural keywords in brand and product marketing.

