

A large, stylized white letter 'D' is centered on the page. The background is a detailed wood grain texture with various shades of brown, tan, and black, showing natural wood patterns and knots. The letter 'D' is composed of a thick white outline, with a smaller white square cutout at the top left and a larger white semi-circular cutout at the bottom right.

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Photographer: Emelie Otterbeck



The Bringer of Fun

"Why are there no fun hotels in Stockholm?" Erik Nissen Johansen knows which questions to ask and this quality has taken him far in life. His long and productive career kicked off in 1988, when he founded the art collective that was later to be known as the award-winning hospitality design studio Stylt Trampoli. But it wasn't until a few years ago, that he really saw his chance to create a hotel that stood out from the rest; a truly fun hotel with a laid-back and spontaneous vibe, where luxury is defined by generosity, sociability, inspiration and new experiences: Downtown Camper was taking shape.

Hello Erik! How did it all start?

I was contacted by Scandic in November some years ago, with a brief that explained how hotel guests are mixing business and pleasure. I thought about it for a while, and one of my first thoughts were: why are there no fun city hotels?

What was your vision and inspiration?

Basically the vision was to create a concept and design to attract all people who feel more comfortable in their leisure clothes than their work suits, and everyone

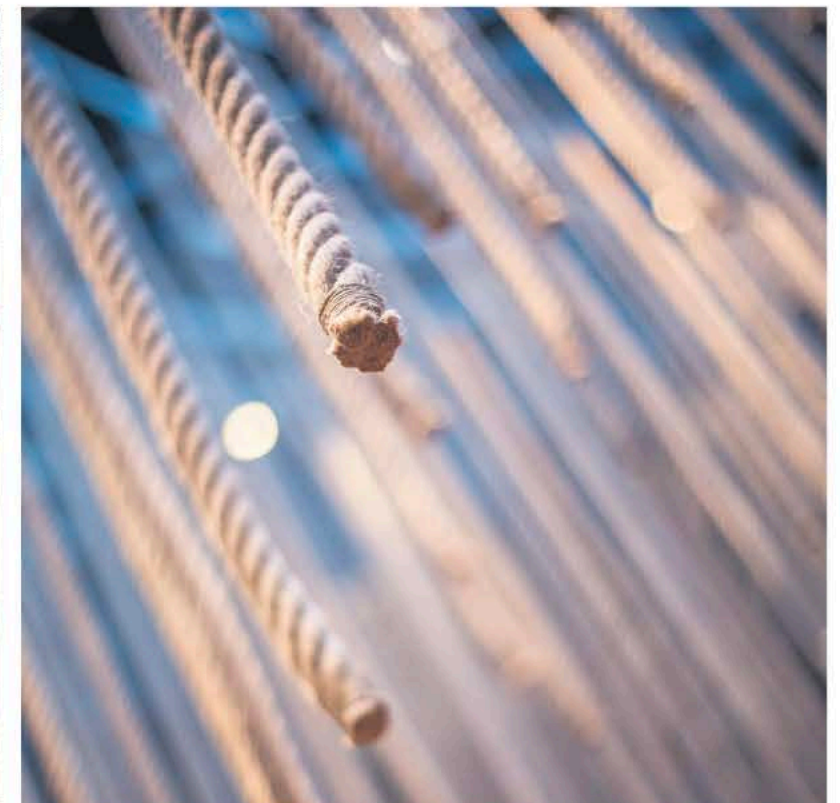
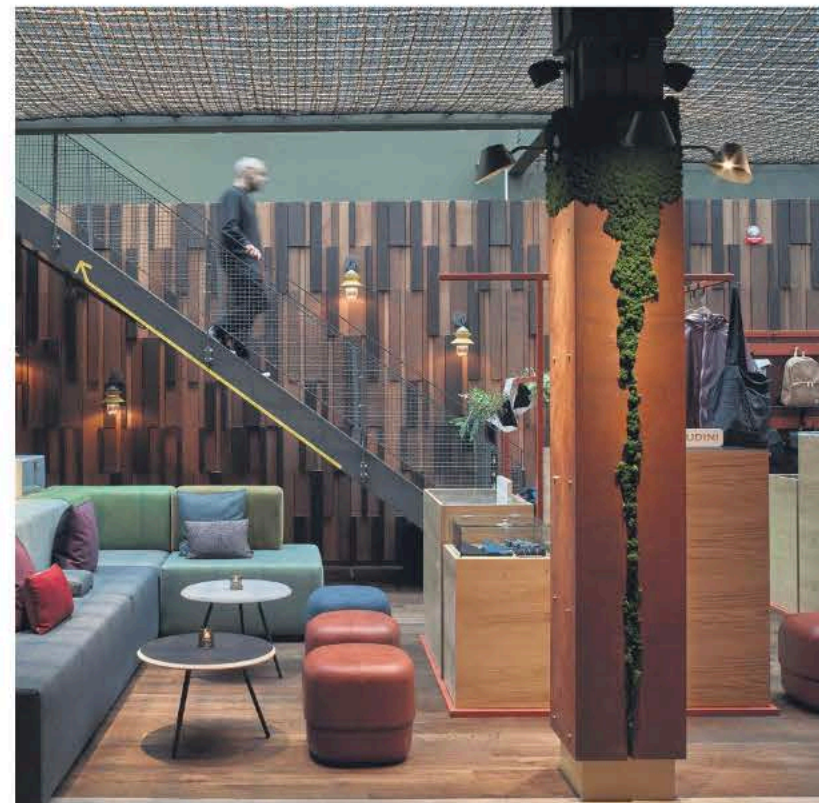
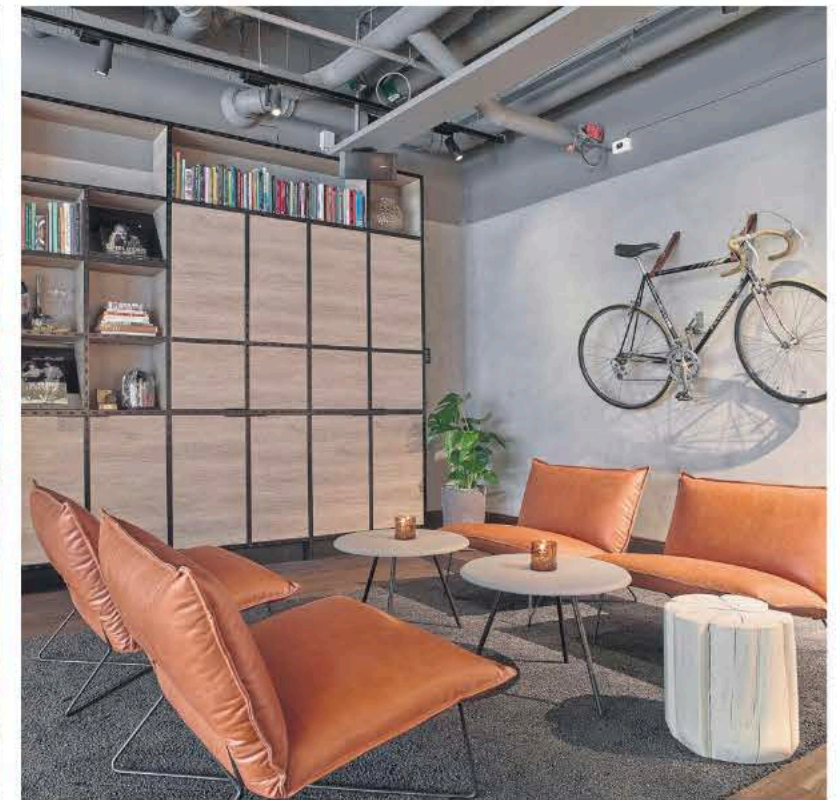
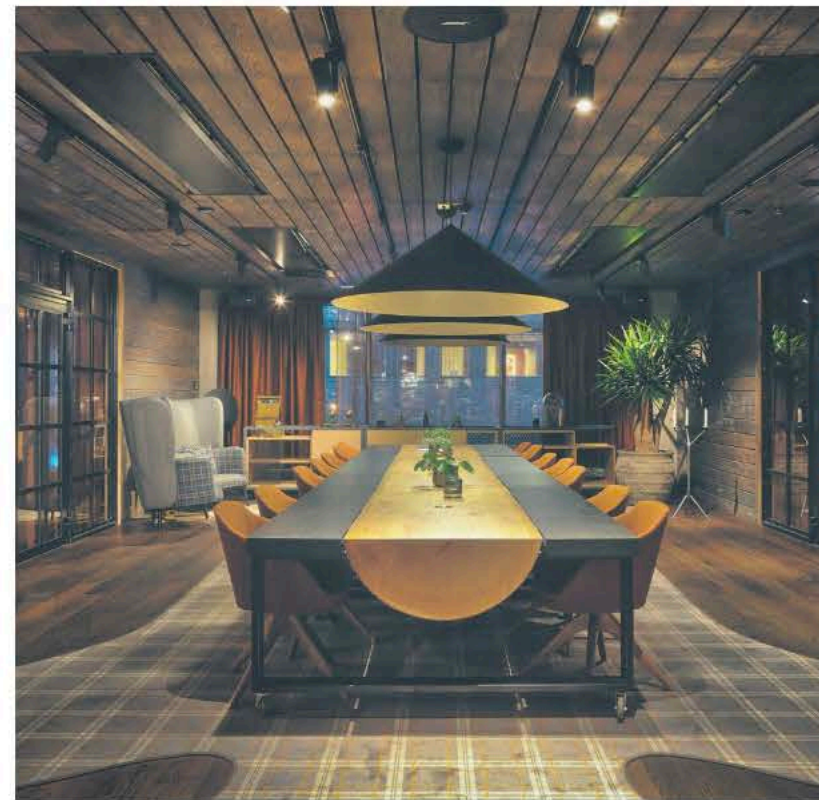
that prefers a fun hotel over a boring one. We wanted to create something new for modern, urban explorers. Located right in the beating heart of the city, yet inspired by nature, Downtown Camper satisfies both our longing for the great outdoors and our love for the pulse of city life. The hotel is designed to be the starting point for curious travellers who want to discover the real Stockholm.

What does the project mean to you personally?

First of all, Downtown Camper goes very well together with my own personality, it's something I can relate to and stand for 100%. I'm very happy and proud of the global media attention the Downtown Camper project got; we've been nominated in no less than three categories in the prestigious AHEAD Awards, and that speaks for itself. And being named the "The World's Best Hangout" by National Geographic (my favorite magazine) was more than we ever expected.

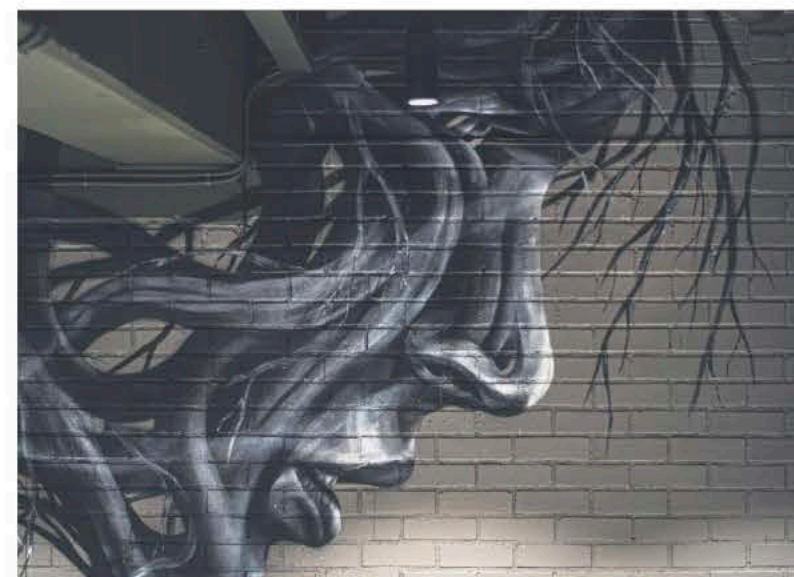
Thank you Erik. So, what's your favourite space in the hotel?

Game Room. Our vision was to bring back the fun to Stockholm, and during a recent visit to Downtown Camper, I peeked into Game Room. People were enjoying the space just as we had hoped they would. I saw the fun, and it was good.



DOWNTOWN CAMPER HISTORY

2017 - 2022



2019

In September, Downtown Camper launches Roots, a 1300 sqms large multi-flexible events area that can accommodate up to 650 persons. The adjacent Camper Café offers sustainable food and beverage options to event guests, locals, and bypassers.

This is also the year that Downtown Camper presents its very first second hand market for adventure gear and outdoor equipment - the Outdoor Loppis - together with friend and partner Adventure Stories.

2020

Downtown Camper is assessed and certified by the Nordic Swan Eco Label - one of the world's toughest environmental certifications. A few months later, the building receives the prestigious LEED Gold certification, one of the top-class environmental assessment systems for the environmental performance of a building.

This year, Downtown Camper also kicks off a new collaboration with A Non Smoking Generation to promote a tobacco-free and healthy community.



2017

In September, Downtown Camper opens its doors for the first time. With an exciting, personal style, ground-breaking design, and a dedicated team of staff members with the focus set on giving the hotel guests a unique experience in Stockholm, the hotel quickly climbs to star levels on review sites and in the press.



2021

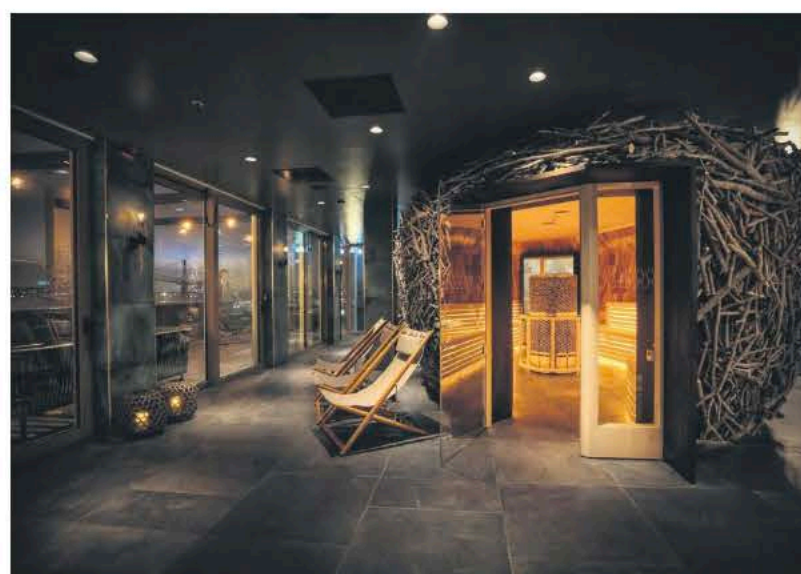
Downtown Camper launches the DC Podcast Studio which shortly becomes a popular hub and meeting place for big and small podcasters.

In the spring, a brand new and exciting activity is launched together with adventurer / mountain climber Renata Chlumska, Husky Podcast, and the app Storyspot: "The Seven Summits of Stockholm" becomes a popular challenge where guests and locals are taken on an urban expedition with Renata as their virtual guide.

2018

Come January, and The Nest opens on floor nine. The modern wellness retreat is shortly appointed one of the world's best rooftop pools by the magazine Forbes.

Downtown Camper's success continues as the hotel is elected the "Best Hangout" at National Geographic Traveller's Big Sleep Awards, and "The Most Innovative Hotel" at White Guide Awards.



2022

Downtown Camper teams up with Erik Ahlström and his organisation Plogga to promote an active and sustainable lifestyle, and to clean up the streets of Stockholm. Guests and locals are invited to take part in the activities which involve picking up rubbish as you run through the city.

Downtown Camper celebrates five years as Stockholm's basecamp for urban explorers.

