

MEET CLEA: ONE OF THE CREATIVE MINDS
BEHIND ODDSSON

By ODDSSON on Dec 11th 2015 in The Ho(s)tel



There are a lot of people involved in building a hotel and a hostel from scratch. At ODDSSON ho(s)tel, as we call it, we're making almost everything ourselves. We are designing tables, lights, chairs, bunks, pods and the highly anticipated karaoke room. Clea is a designer and art director working at **Döðlur**, the creative agency behind ODDSSON. Clea took the time to give us insight into the "making of" ODDSSON.



The mini models of the bunk, hostel and hotel rooms

Can you tell us a bit about yourself?

I'm originally from Switzerland but a globetrotter at heart. Iceland came into my life under unusual circumstances, but it's been an interesting journey. Talking to Jessica Walsh (one of my favourite designers) at DesignMarch and seeing the Northern Lights for the first time are up there in this year's highlights for sure. Education-wise, I specialized in industrial design, but I consider myself a **cross-disciplinary designer**. I've worked on all kinds of projects, from medical, ecological, toy and jewellery design, to art direction, web and graphic design.

What have you been working on for ODDSSON?

It's been amazing being directly involved in the decision-making process when it comes to design for ODDSSON. At the moment my main focus is the furniture, such as chairs, tables, benches, closets, lighting and so on. I'm in charge of anything from initial ideas and sketches to technical drawings, to 3D modelling and **3D rendering**. I've also done hand renderings of the interiors, including the ones of the bar, lobby, restaurant and café. Earlier this year I designed and built the mini models of the different hotel/hostel rooms—we shot a "making-of" video that I look forward to sharing on the journal soon. I've also chosen the colour palette for the interiors: the walls, curtains, tiles, floors and rugs, and of course the custom-designed furniture. Working alongside architects throughout this process has been really fun and enriching. In addition I've been taking part in the promotion of ODDSSON: creating various print, web and social media material.



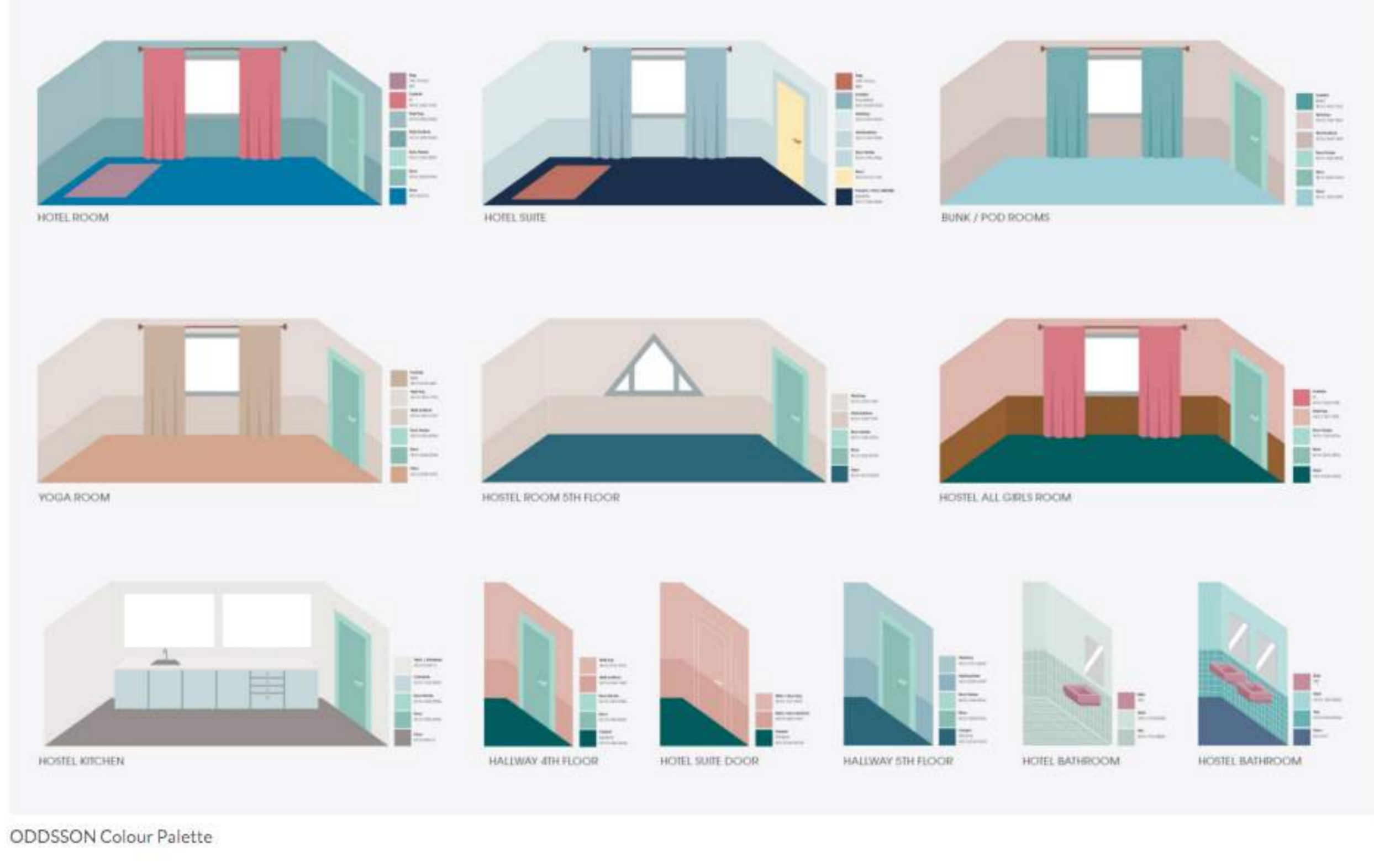
Sketches of the ODDSSON dining chair

What has been the most fun to work on?

The ODDSSON chair, the scale room models and the marker drawings of the ground floor.

How does it feel to see the design come to life?

It's very exciting. In university I had to build everything myself, which was a lot of fun, but required a lot of time and technical knowledge. Here, it feels like anything is possible. We are collaborating with some incredibly skilled craftsmen and -women, and it's so surreal to see these ideas materialize and grow more refined with every prototype.



ODDSSON Colour Palette

What's your favourite thing about ODDSSON?

Aside from its amazing location, I'd have to say the ground floor. Two restaurants, a café, a bar, a take-away and a karaoke room, all on the same level and in one big open space. It's going to be like nothing I've ever experienced before—in Iceland or anywhere else in the world.



One of the renderings of the Ground Floor

Was furniture design something you had imagined in your career?

Funnily enough, not at all. I've always had an appreciation for interiors and furniture, but I never thought I would actually be designing it, let alone for a hotel. It's been such a fresh experience for me. Lighting design, however, has always been a passion of mine. I love the timeless Bauhaus minimalism we've gone for when designing ODDSSON's lights.



Mini models of the hotel rooms

What would you recommend for guests to do in the neighbourhood?

If you're an ice-cream lover like myself (and just about every Icelander I know), then it's worth the walk to **Valdís**. For those dreaming to see the Northern Lights, walk over to the lighthouse at Gróttá, just 10 minutes away from the ho(s)tel. You won't regret it—but make sure to wear warm layers.

What's next for ODDSSON, when will it open?

Most of the furniture is in production now. We are getting tiles delivered from Normandy, France, and gorgeous velvet curtains are coming in from Poland. Painting is almost complete and soon the pods and beds will be assembled. If all goes well, ODDSSON should be up and running before the spring. Looking forward to it!

