

# Kolarctic Bridge Project, **The Grand Hotel manual**

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## **Grand Hotel team**

Our main mission was to find cooperative partners for the owner Maria Bertheussen Skydstrup and the Grand Hotel building. This place initially has many opportunities for placing various kinds of services on each floor. For example: escape room/VR game and spa in the basement, and on the main floors, there is an opportunity to combine a bakery, art space and accommodation.

## **Communication**

After the intensive course in Vardø we created social media websites for the designed future concept after discussing with the owner how she would like the building to be used. The idea of 'Kulturfabrik' came up. The first step was to contact several options for partners during this Autumn. There were local Norwegian companies, companies from Russia and Finland and international companies such as: Bakehuset Northern Norway, Norwegian Crafts, Visit Vardø, Kultur Pilot, Finnish Art Society: Ornamo, Trevarefabrikken, Luxury Action, Lapland Hotels/safaris, Vardø hotel, International escape room companies, University of Lapland, Airbnb owners of Vardo, Skravekafeer, Vardø videregående skole etc.

Our vision was to help to have cultural activities in the building again. The social media can be used to make groups to discuss about the project online but also to share information and show what is the mission about. The second contact can be done as sharing the social media sites and having open doors day at the Grand Hotel with take away style cafe and barbeque outside, where the concept can be explained face-to-face for the neighbours and locals. The project can be also shared for media to communities interested in business, design, history and the area of Vardø. The important part is to cooperate regularly with other businesses to see the value in having the businesses and get interested in to share the information and have events and business together.

## **Project process and first steps**

During the course we learned about Vardø and the Grand Hotel. We heard that the area would need development that could start from the heart of Vardø and the local people. That is why we took the locals in our main target group for the future concept.

The locals and 'Kulturfabrik' became the guideline for looking the possible partners. The Grand Hotel is a promising concept, even other cities having this kind of concepts are bigger. The growth of Vardø will help the process. Similar artistic buildings with cultural activities (Kouvola; Taideruukki, Tampere Art House and Trevarefabrikken in Norway) already exists.

The next step can be businesses in a unique uncovered style; exhibitions (schools and recreational works with voluntary visitor payments), to have part-time activities as cafe, barbeque or exhibitions, to have additional fundraising methods for existing businesses (Facebook ads, advertising boards, "slot machines"), small events; as game nights, movies or stand up or musical events or artist space for working, locals and visitors looking for inspirational spaces. However, these would be good to have in the concept of the Grand Hotel. Some target groups prefer the rough environment, so building do not need to be fully furnished and decorated. Second hand products can be used to furnish.

## **Challenges**

We noticed several challenges during the course; some are interested in using the space that is not renovated, communication; some companies thought we were asking them to renovate the building even we did not, the Grand Hotel is a common name. We shortened it to The Grand H for differentiation, this can help searches on social media. Locals still know the origin.

'Kulturfabrik' is a concept helping to understand the goals. We choose the social media as working with brand building and increasing visibility is important, its free, and the fastest way to promote and transmit information. We created a logo and example posts for the Grand Hotel. LinkedIn can be also used for recruiting and project management. Several websites can help to guide how to promote on social media.

## **Future steps**

As a next step, we propose to consider the possibility of hiring a graphic designer who could develop a general visual concept of Grand H (simple website would be about 1000-3000€). It is important to keep the contact information clearly visible. Attracting local consumers and future partners, giving them the idea of Grand H and its operations now without limitations.

The first business can be a simple part time cafe or a playroom for getting people visiting the building. Another step is crowdfunding campaign, that the owner can start with our example. We have developed the project description for such platforms as Facebook, Gofundme, Kickstarter etc. The businesses can be expanded to be a restaurant with events, partner up with accommodation company for the artists, but also sauna and spa services.

## **Conclusion**

During our teamwork we have found different potential partners for the commissioner, learned about similar projects, created pages in social media and developed our vision for the future of Grand H. There are several different first step opportunities and different continuity options depending on the actual process. The main challenge is attracting potential partners in Vardø, but it could be solved by promoting project in social medias (Facebook, LinkedIn) and starting a crowdfunding campaign on such platforms as Facebook, Gofundme and Kickstarter.