

The Rival Hotel

Fact sheet 2025



Fact Sheet The Rival Hotel Stockholm 2025

Our goal is to be a hotel that always puts guest comfort at centre stage and where the hotel rooms are unbeatable.

Hotel rooms and suites



2 Suites and 1 Executive w/terrace
 10 De luxe rooms w/balcony 15 De luxe rooms
 30 Superior rooms 37 Standard rooms
 4 Economy rooms
 Totalt 99 hotel rooms and suites, 194 beds.

Bed comfort

- Lagan beds
- Crisp, pressed Egyptian cotton sheets
- Down duvet, two fibre and four down pillows per bed
- Pillow menu (around the clock delivery)
- Blackout curtains

Bathroom

- Socket for hairdryer and shaver
- Generous bath towels, hand towels and facecloths
- Select bathroom products
- Swivel magnifying mirror
- Bathrobes in all hotel rooms
- Bath and shower, or only shower

Practical comfort

- Full length mirror
- Iron and ironing board
- Safe
- Minibar stocked with wine, beer, sodas, snacks, chocolate, and Rival products
- Hair dryer
- Shoe polish, shoehorn, umbrella

- Extra blanket + pillow in every closet
- Closets with lighting
- All balconies and terraces are furnished and have awnings

Technology & Entertainment

- Wifi 20 Mbit per unit for all hotel guests
- Samsung Smart TV
- Blu-ray player
- USB-charger and power outlets on both sides of the headboard
- Speakers and telephone in bathroom
- Writing desk with outlet panel
- Selection of CDs and DVDs
- Bose speakers in suites and deluxe rooms

Security

- Peephole and deadbolt in door
- Automatic fire alarm
- Sprinklers throughout room and smoke detector
- Reception staffed around the clock
- Separate access to the seventh floor with suites

Service, facts and services*

- Room service around the clock*
- Parking service, garage*
- Bike rental*
- Luggage room
- Defibrillator
- Hotel has 7 floors all accessible by elevators and stairwells
- Selected hotel rooms adapted for guests with disabilities
- The Rival Hotel is a cash free hotel

Interior décor

Our hotel room interiors are characterized by quality and design, such as rugs from Kasthall, glass art by Ingegärd Råman, armchairs and chairs by Mats Theselius and Gunnar Asplund. The hallway carpets are designed by Carouschka Streiffert.

Food and beverages

Breakfast, with generous opening hours, is always included in the room rate. *The Rival Bistro* for dinner in the evenings. *Watson's Bar* seven days and evenings, outdoor seating in the summer months. *The Tavern* – café, food and drinks – with large outdoor area during April-October.

Conference rooms

Maria – 22 people
Creative room – 8 people
Boardroom – 8 people
High tech standard with Mac Mini including Skype, Wifi, broadband, USB ports, chargers, HDMI and VGA connections.

Theatre

The theatre at the Rival is rented out to production companies for theatre productions, concerts, shows and lectures. 735 chairs, two dressing rooms, high tech standard.

General facts

Since 2003, the Rival's real estate and operations have been divided into two wholly owned subsidiaries of Benny Andersson Produktion AB. Jesper Henryson has been CEO of The Rival AB since 2017. Caroline Eriksson is Chairman of the Board of Directors of Hotel Rival AB and CEO of the real estate company Rival AB. The Rival is a stand-alone hotel with no chain affiliation. The Rival opened on September 1, 2003 as Sweden's first boutique hotel, in other words the complete opposite of a streamlined chain hotel.

Target group

The hotel's target group is primarily business and leisure travelers. The mix of guests is international, with locals and hotel residents getting together in the Rival's bars, bistro and tavern.



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Facts The Rival Hotel 2025



Suite 704 with a terrace



De luxe room



Executive 705 with a terrace



Superior room



Suite 706 with a large terrace



Standard room



De luxe room with a balcony



Economy room



Breakfast with long breakfast hours, a taste-wizard chef and top-notch scrambled eggs!



Room service around the clock. What's more, a well-stocked minibar in all rooms.



Business Center, tea, coffee, cookies and ice-machine.



Rival teddy – lives in all our rooms...



Rival's Bistro where hotel guests and Stockholmers get together.



Rival's Bistro offers a wide menu of both classic and new seasonal combinations. An extensive wine list complements the meal.



The Bistro balcony



Watson's Bar is open all year long, 365 days and evenings, no exception. Music, drinks, food, after work and outdoor seating and service.



Watson's Bar in the lower foyer.



Watson's Bar outdoor seating open April-September.



Cocktail Bar - a classic bar rich in art deco details.



The Tavern with café, exciting lunch and dinner dishes with strong influences from Italy, among others.



The Tavern's sidewalk seating bang in the middle of Mariatorget's buzz.



Lectures, streaming - the theatre at the Rival has 735 seats.



Shows, theatre, concerts, live-pods - 735 seats.



Maria conference room, for 22 people.



Creative room, for 8 creatives.



Boardroom, for 8 people.

The Rival's History

In 1937, the Rival cinema was inaugurated at Mariatorget. The building is of great socio-historic value, being one of the first establishments to mix a variety of entertainment and modern conveniences.



The building quickly became an entertainment establishment, housing a cinema, hotel, restaurant, pastry shop and apartments. It was designed by architect Rolf Hagstrand, and Markus Madrid Lorentzon, from Denmark, was behind the art deco-inspired interior. The Rival cinema was used as an SF cinema from 1937-2005.



In 1974, this photo was taken of the Rival's entrance by Ingvar Lundkvist for the Stockholm City Museum.



In 2002, Benny Andersson, Christer Sandahl and Christer Hägglund bought what used to be called the Aston Hotel and associated Rival cinema. Caroline Eriksson was brought in as CEO the same year.

In June 2002, a major rebuilding of the property started, including intensive work to shape what was to become the Rival Hotel. Great attention was put into the details, taking a guest perspective and not least into creating a "place that was nice to visit and stay"! The Rival Hotel opened on September 1, 2003.

Renovation and extension 2002-2003



A major consideration of the renovation and extension phase was to ensure that there was a natural interaction between the various activities of the building as a whole. Being able to move between bars, bistro, foyers and theatre was of the utmost importance. The theatre has great historical value, underpinned by spacious foyers on three levels, wide staircases with elegant railings.



Stairwell

An extension towards the courtyard added 15 new hotel rooms, each with either a French balcony or balcony with seating, all to let in more light. The attic space was renovated, making room for the Rival's suites. The biggest intervention in the building was the addition of two glass elevators.



View over the rooftops and the Maria Magdalena church.



Photo of the interior from 1937. The beautifully carved railings, mirror-clad columns. On the left, the SF box office.



In 2019, from exactly the same angle.



The Rival's cinema in 1937 with 1218 seats.



The Rival's theatre in 2022 with 735 seats.

Interior designer Karin Ahlgren SIR AE/OW Architects and architect Anders Bergkrantz Arkitekt SAR/MSA were behind the renovation and extension of the property in 2002-2003. Project manager and coordinator Hans Adolfsson, Adolfsson & Partners.

Interior décor and design

Since 2002, the Rival has collaborated with interior designer Karin Ahlgren AE/OW Arkitekter and Hans Adolfsson & Partners AB. Among other things at the Rival, Karin Ahlgren is behind the much-admired interior décor of the 99 hotel rooms and associated suites. The Rival's Bistro and Watson's Bar & outdoor dining is designed and decorated by architects Peter Ågren and Tina Marin, Millimeter Arkitekter.

Interior details

The whole idea behind the Rival's interior design has been to create a colourful, eclectic environment ranging from the festive original interior of the Cocktail Bar to the shapes and design of our times. Everyone should feel right at home here! The Rival's various operations give a platform to different designers and artists.

Hotel rooms



- A large window between the bathroom and bedroom for optimal light and view from the bathroom.
- Warmth and care in the material selection with yellow-stained birch panel in the entrance section.
- Well-thought through details with profiled panels and recessed handles in closet doors. Wooden venetian blinds in the same material in front of the bathroom window.



Most bathrooms have a window with a Venetian blind towards the rest of the hotel room.

The innermost wall of the bathroom is clad in glass mosaics in different colours. Kolmårds marble in patterns on the floor. Ambient lighting featuring light pillars with patterned sand-blasted glass on either side of a large mirror. Marble-clad bathtubs in all deluxe rooms and suites. Ambiance enhancing details such as coloured knobs and towel racks.



The rooms' different movie motifs from SF films are matched to the various colour schemes of the rooms, often in bold colours.

The movie theme, on canvas or behind plexiglass, is surrounded by a plush velvet curtain. The motifs are taken from SF films from 1924 and onwards. All rooms have Wifi and fixed broadband, a writing desk, mini bar, safe, smart tv, Blu Ray-player, and media shelf. Bath robes and slippers are also standard.



Glass art by Ingegerd Råman is featured in all hotel rooms. One or more of Mats Theselius (above) and Gunnar Asplund's award-winning armchairs and chairs furnish each hotel room.



The hotel rooms have wooden floors and at least one Kasthall "Esther" rug in different colours depending on the colour scheme of the other textiles in the room.

Suites on floor 7



On the seventh floor, suite 704, and in the background a glimpse of Executive 705.

The top floor – the seventh floor – is characterized by light as well as the feeling that you are actually in an attic; elegance under the rooftops!

- White-painted pine floors and white-polished walls form the foundation. The bathrooms are bright and luxurious with white Carrara marble, brass details, a spacious bathtub and a full glass wall facing the room.



- The beds are low and wide. Comfy plush armchairs on soft Kasthall rugs in light wool. Light-treated oak throughout, in panels and cabinets. Brass lamps with white lampshades.

Rival's Bistro



The velvet theme from the hotel rooms continues at the Rival's Bistro.

- Italian armchairs and chairs mixed with specially designed sofas. Lamps by Jamie Hayón (Spain), Rubn (Sweden) and Bover Barcelona (Spain).

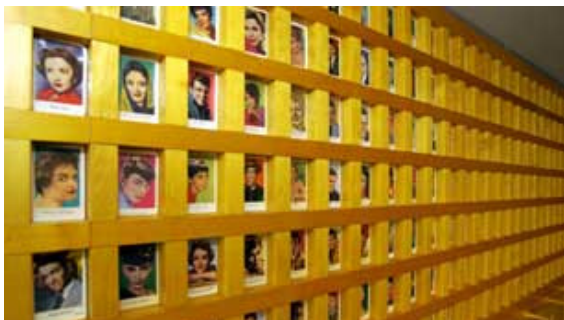
- Special carpentry design by Peter Ågren. The centrally placed Rival Lamp inspired by the stairwell railing, design Karin Ahlgren. Curtains by Ludvig Svensson.



Fantastic photographs by Ulla Montan of renowned culture personalities in Södermalm.



Rival's Bistro with its characteristic curved velvet sofas.



Carouschka Streiffert designed the wall panel with 924 "film stars".

The Cocktail Bar



The Cocktail Bar with the original bar counter (outer part) – in the foreground Jaime Hayón's pendant light "Josephine 6.3".

Watson's Bar



Watson's Bar with furniture designed by Munna. Mats Theselius armchairs upholstered in Designers Guild fabrics; table, Mambo Factory; lamp, Bert Frank.

Watson's Bar was designed and decorated by Peter Ågren and Tina Marin at Millimeter Arkitekter, in collaboration with Konceptism.



Tom Dixon and Mats Theselius.

The lower part of Watson's Bar features classic Tom Dixon armchairs flanked by artwork by Milana Schoeller.

The custom-made "photo carpet" with motifs from Woodstock-68 and the iconic image of Janis Joplin, idea Karin Ahlgren, AE/OW Arkitekter.

Conference rooms



The conference room décor is both exciting and informal.

The Maria & Lounge room features Eames chairs, and Chester armchairs by Thomas Sandell and Pierre Sindre. The Creative room's Happy Swing armchairs are designed by Roger Persson. The Boardroom has a more sober interior with chairs by Åke Axelsson and pendant lighting by Inga Sempé. Idea and interior design Karin Ahlgren, AE/OW Arkitekter.

Unique design

The hotel has 7 floors accessible via stairwells and elevators.



The carpets in the hallways are designed by Carouscha Streijffert, who drew inspiration from her travels and adventures around the world.

The carpets in the Rival hallways are unique.

The carpets function in part as noise dampeners, an important part of communication flow in the building. The carpets also give a hint of where you are in the hotel, a recognition factor. Each floor has its own distinct carpet design. The way Carouschka creates carpets is unusual. She uses a collage technique, tearing and cutting in "urban paper trash" style which she then meticulously merges into a balanced but lively surface.



In the hotel hallways, low mounted wall lamps (Kava) are found next to each hotel room door, shining a light image onto the floor. What's more, the room number is etched in the glass. (Annell Ljus+Form)

Graphic design

Maria Dahlgren, Metagram AB, created the now classic graphic Rival design in her characteristically playful style with letters.



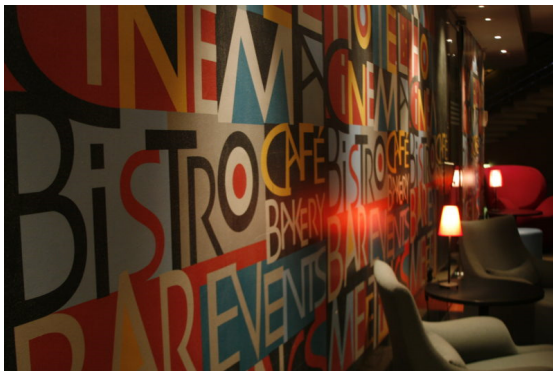
Konceptism AB was commissioned to develop the graphic profile for Watson's Bar, below.



Changes at the Rival 2003-2025 – a cross section



Our "project journey" started in 2003. **Pillow menus** – something completely new at Swedish hotels. In **2013** we installed USB ports in each headboard, and in **2018** powerful Bose speakers in our deluxe rooms and suites.



In **2007**, we renovated and rebuilt the Rival's entrance foyer for the first time, creating the first "Rival Wall". It was inspired by the Rival's graphic profile, which was designed by Maria Dahlgren.



In **2008** Jesper Henryson – then the Rival's F&B manager (now CEO of the Rival) – was inspired to design **Table 1**. Used for the breakfast and it is also the perfect dinner table for up to 14 people in the evening.



In **2009**, the Guest Corner was updated on level 4, allowing guests to enjoy freshly ground coffee, tea and yummy cookies 24/7. It also features an ice machine, PC and MAC, as well as printers. Of course, the Rival teddy moved in right away.



In **2010**, the Rival's third bar, the "Lobby bar" on the ground floor, was ready to open.



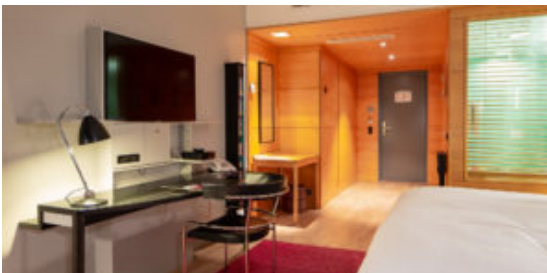
In **2010**, the theatre stage was made an extra 1 metre deep.



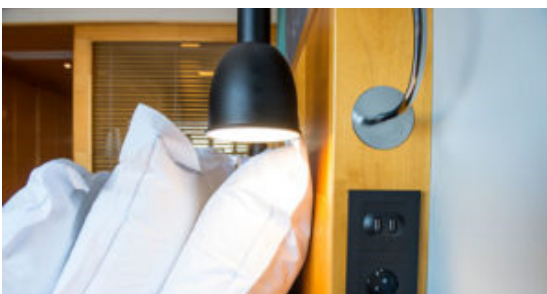
In 2012, "Mad Men" inspired the door paintings.



In 2013, a new serving counter and kitchen were built in Café Rival. In 2018, the update continued with a careful renovation of guest areas.



2013 marked the shift from LCD TVs and DVD players to SMART TVs and Blue-Ray players.



In 2013, 200 bedside lights were replaced with a more energy-efficient version of the Best Lite lamp. In 2015, each bed boasted 6 pillows instead of 4.



In 2015, all conference rooms were renovated. The Maria conference room (above), accommodates 22 people, Eames chairs, high tech, and a sober interior.



In 2015 we invited our customers to celebrate the fact that our conference rooms went from good to ok and now are absolutely fantastic! Our interior designer Karin Ahlgren and project manager Hans Adolfsson. Photo, Max nöje.



In 2016, the "Rival Wall 2.0" was created, which greets guests at the hotel entrance still today. Graphic design by Maria Dahlgren. Kerstin Johansson AE/OW Architects was responsible for the wall design and lighting.



In 2016, the entrance foyer took on a new guise, making way for Watson's Bar.



In 2018, three powerful pillars of light illuminate the Rival's façade.



In 2019, the backstage area of the Main stage was renovated, now offering everything from sleeping compartments to showers and toilets. Add to that a buffet counter and kitchenette, make-up table, generous storage areas. Interior design and project management Adolfsson & Partners.



In 2019, Watson's Bar opened in the entrance level and lower foyer.



In 2019, the reception area is rebuilt, creating a more welcoming environment.



In 2019, the outside seating area of Watson's Bar opens.



In 2019, the small stage dressing room was renovated.



2020 marked the renovation of the Rival's Bistro. More velvet sofas, more comfy armchairs, and warmer lighting.



In 2020, the Cocktail Bar is given a more atmospheric lighting. Three large "Crown" lamps, design Grietje Schepers.



In 2021, the outside seating area of Watson's Bar expands threefold.



In 2022 The Tavern – new direction, new concept – a food café in a new style... and with a flair for wall lamps! Outdoor seating area open spring and summer.



2023 A brand new restroom with 8 toilets and renovation of 2 more restroom for Rival's guests.



2023 A new permanent guest wardrobe is ready to take care of the guests' outerwear all show nights.

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