

# Seaside Stories Hornbæk

Presented by C O P I





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In celebration of all things Hornbæk, its nature, its people and its visitors, we have created this publication to explore this captivating place.

Where we feel privileged to transform a landmark into a sea-side hotel, to become a retreat to rejuvenate, re-connect with nature and spend time with loved ones.

In this first issue we want to invite its readers to re-visit what’s always been here – to celebrate beauty and the staying power and loyalty to Hornbæk. **Christian’s Fiskehuset** is a local staple and a testament to love for the sea around us, bringing it to our table quite literally, as we have convinced him to share his favorite dish. We also embrace Hornbæk’s striking nature through the eyes of photographer **Nicholas Løye**, as he tells us what particularly intrigues him about these surroundings.

To give our readers a glimpse of the wonderful and brilliant people working behind the scenes of our upcoming hotel, we interview Afroditi Krassa, designer of all interiors, and the lady who coined the style: the Copenhagen Riviera.

We give our readers another glimpse behind the scenes, telling the story of **IHA**, the future operators of the hotel. Their goal is to bring the Hornbæk lifestyle to visitors from near and far: with the wish that every guest feels that they have tasted and felt the magic of Hornbæk.

An exciting addition to the immense artistic heritage of Hornbæk is the incredible plans for the **Hornbæk Kunsthal** written by Josephine Kilian, spearheading this project.

Finally, follow us around whilst we sample some of the shops, eateries and activities to keep you busy in Hornbæk year-round!

Enjoy,

Nadja



# Havnevej 25

## Your Future Seaside Get-Away

Havnevej stands as a captivating landmark in the coastal town of Hornbæk - a building that has served many purposes over time, now poised for a new chapter. With the former hospital's recent relocation, this space is set to transform into a breathtaking seaside hotel, breathing fresh life into this coastal town.

The vision is to restore the iconic building to its original splendor and function as a seaside hotel, creating a welcoming and rejuvenating space for both locals and tourists alike. The hotel will play a central role in connecting the town with its harbor, fostering activity and a vibrant atmosphere year-round.

Hornbæk Hotel is more than just a place of accommodation; it is where history meets modern hospitality. We are committed to preserving the building's heritage while revitalizing its function and role among the locals, ensuring it remains a cherished landmark for years to come.







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01 – Future spa location under construction  
02 – Future restaurant  
03 – A room with a view

03









# Afroditi Krassa

## Interior Designer Of The Future Hotel



ABOUT	
WHO	Afroditi Krassa
OCCUPATION	Multi Award-Winning Interior Designer
KNOWN FOR	Category-defining hospitality design such as Rosewood Hotels & Resorts, One&Only Resorts, Four Seasons Hotel and many more.



01

01 – Coastline Hornbæk  
02 – Material board for Hornbæk Hotel

As we embark on the creation of a new landmark on the Danish Riviera, we are thrilled to have the renowned Afrodit Krassa at the helm of our design team. Known for her innovative and thoughtful approach, Afrodit has infused our hotel project with the unique luminous energy of its coastal environment. With a design philosophy rooted in earthy, natural, and airy elements, she seamlessly blends the relaxed elegance of Hornbæk with the sophistication of Scandinavian functionalism. Afrodit shares her insights and inspirations with us, unveiling how she will transform this architectural gem into a true celebration of Danish living, poised to make its mark on the global wellness map.



02



01 – Construction site of the upcoming restaurant  
02 – Hallways soon to be filled with rooms



Q 1

How did you approach the interior design to ensure it reflects the local environment it resides in?

Q 2

Are there any special considerations to keep in mind, when designing a hotel with such a rich history, and not just building up a hotel from scratch?

Q 3

What has been your primary source of inspiration for the design of the hotel in Hornbæk?

AFRODITI

The Danish Riviera has a unique luminous energy that drove our approach to the design; EARTHY, NATURAL, SANDY, DANISH, UMINOUS, AIRY and UNDERSTATED. These were our keywords. The colours and textures, the sandiness and relaxed elegance of this coastal community defined the interior direction. At the same time and in typical Afroditi fashion, the point is to break away from the expected cliché of the historical offering and move the conversation forward. We are putting Hornbæk on the map of global wellness resorts; we are creating something that does not exist yet which is a true celebration of Danish living, connecting the coast to Copenhagen and the world.

AFRODITI

The building has a very strong character and language, it is a massive driver in the decision maker, it is a restoration of a beautiful part of Danish history and we wanted to respect and celebrate this. We looked at imagery of the past and integrated as much as of the original features as possible. It's a true honour to be part of the next breath of life of this stunning building and really create a beacon of hospitality design in the heart of the Riviera.

AFRODITI

The hotel is an architectural gem of Scandinavian Functionalism, this provided a massive source of inspiration, in terms of furniture and joinery details. Rare 1930's Danish functionalism pieces stand proud in palm filled spaces alongside curated art which celebrates the best in Danish art. A green colour palette is used throughout taking inspiration from the hotel's iconic tower, with notes of blood orange red, reminiscent of the Danish red mixed with the zest of the Mediterranean Riviera.



# Independent Hospitality Associates

## Creating A 5 Star Hospitality Experience At CORI Hornbæk Hotel

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ABOUT	
NAME	IHA – Independent Hospitality Associates
ESTABLISHED	2016
KNOWN FOR	Operating D’Angleterre, the iconic and historic 5 star hotel in Copenhagen as well as Hotel Metropole in Geneva. IHA will be the coming hotel operator of CORI Hornbæk Hotel as well.

Finding a tranquil escape to rejuvenate, reconnect with nature, and enjoy time with loved ones, is the ambition of this retreat in the making. The upcoming hotel in this historic coastal town is designed to be a haven for all – a centerpiece where family reunions and celebrations, romantic weekends for couples, wellness retreats for friends, and executive retreats for professionals seamlessly come to life.

To bring this dream to life, IHA – Independent Hospitality Associates will welcome local and international guests looking for a unique and enriching hospitality experience. IHA is passionate about putting this charming coastal town on

the map, crafting unforgettable memories that will be cherished by both local community and international travelers.

Running a five-star hotel and catering to the needs of its guests is their expertise, and they are thrilled to bring this passion to life as they open the doors to our new retreat. Nestled in this lovely nook

of Hornbæk, IHA will embrace and highlight the stunning natural surroundings of the hotel.

Inspired by the beauty of the nearby sand, water, and landscape, they aim to create a haven where guests can immerse themselves in nature’s splendor year-round. Each season will unveil its own charm, ensuring that every stay is infused with a touch of magic and unforgettable experiences.

Operating a historic hotel like this presents a journey blending past charm with modern expectations. Today’s hospitality landscape is vastly different, with guests’ expectations, habits, and needs having evolved significantly. It requires reimagining the spaces to align with contemporary priorities, whether it be guestrooms, the restaurant, the spa, or event rooms. The seaside setting presents opportunities for operating this magnificent retreat. It will shape the leisure programs, featuring activities such as cold-water bathing, breathwork on the beach, and jogging along the shore.

We look forward to welcoming you to fully embrace this historic seaside setting, offering a rich tapestry of experiences that celebrate leisure, nature, culture, sports, and the exquisite coastal life of Hornbæk.

# A.C. Perchs Thehandel



## A Collaboration With A Timeless Legacy

The hotel will be graced with the taste of a specially made Perch tea only to find at the hotel in Hornbæk. It will draw in the calmness of every A.C. Perchs tearoom and foster endless conversations between families, friends, and colleagues - all coming to visit the hotel.

The delicate scent of carefully blended herbs perfumes the air, young and old alike chatter away, all waiting for the same treat: a cup of A.C. Perch's tea, now savoured in one of their tearooms - a recent addition to the Danish tea company.



**Christian & Stine Hincheldey**  
OWNERS & MANAGING DIRECTORS OF A.C. PERCHS THEHANDEL

These tearooms are just one of the innovations driven by the powerful siblings Stine Hincheldey Alwén and Christian Hincheldey, who run this two-century-old business, driven forward by the leadership of this dynamic and entrepreneurial pair of siblings.

This dynamic and entrepreneurial pair, took the helm of their family's business, with apprehension at first. But they have embraced the responsibilities that come with a family heritage and driven this legacy into our times. Taking the helm with a mix of apprehension and ambition, Stine and Christian embraced the profound responsibility that comes with a family legacy. The business, not only reflects on them but also carries the weight of their family heritage.

This tea house is legendary in Copenhagen and under Stine and Christian it has taken big steps within an evolving tea industry. Growing in harmony with the tea industry has been paramount, as they balance tradition with the necessity to adapt and innovate in a changing landscape.

And if you should happen to visit Copenhagen during your trip to Hornbæk as well, make sure to visit their new tearooms in one of COPI's historic chambers at Kronprinsensgade 7.







# Nicholas Løye

## A Man With A Rare Eye For The Object

Everyone who has ever met Nicholas Løye has experienced the calm he radiates. It unfolds through everything he does and every photograph he captures. He has a unique perspective and with each click of the shutter, he captures his objective with a perfectionist eye.

For Nicholas, photography is not just a profession but an expression of his love for capturing the true essence of each of his frames. Through his lens, he seeks to tell the story behind each photograph and immortalize that very moment.

Telling the story of Hornbæk and the future hotel, is no small endeavour: framing this historic and naturally striking place for our project is a big ask. His goal shall be to unveil the hidden treasures of Hornbæk - from the small town, the coastal cliffs, vibrant sunsets, and the harbour.

As the hotel evolves in this coastal town, we are honoured to collaborate with a photographer such as Nicholas. His vision and perspective inspires us, and though his lens we hope to offer a glimpse into the soul of Hornbæk, as well as letting people follow the process of whats happening inside.



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01 – Nicholas Løye  
02 – Coast view of the future hotel  
03 – Hornbæk Beach

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01 – The spire of the iconic building  
02 – The future hotel seen from the harbour



# Transforming the past, shaping the future

COPI'S CFO, PETER JULIUS JENSEN    “Our mission is to transform the iconic building back to its original expression and function as a seaside hotel. We wish to create a space for celebration and leisure. A breathing space for locals and international visitors. The hotel shall connect the town to the harbour and the sea to create activity and new life year-round.”



COPI	
WHO	Development company based out of Copenhagen
ESTABLISHED	2011
KNOWN FOR	Transforming listed and heritage buildings with rich history to their former splendor

# COPI Group

At COPI, we specialize in transforming iconic, preservation-worthy buildings into extraordinary spaces that honor their rich history while embracing modern functionality. Our passion lies in breathing new life into these architectural treasures, ensuring they remain vibrant and relevant for generations to come. Our approach to every project is defined by experience, precision, and collaboration. We partner with leading experts in architectural restoration, interior design, and craftsmanship to ensure every detail reflects our commitment to excellence. At Hornbæk Hotel, we’ve placed great focus on preserving the building’s essence while thoughtfully integrating modern amenities. For us, Hornbæk Hotel is more than a project; it’s a celebration of heritage and innovation. It stands as a testament to our philosophy: creating extraordinary spaces that inspire and connect, all while respecting the unique stories of the past.









# Fiskehuset

## A Local One Of A Kind

It’s the perfect place to sit by the waterfront and enjoy the maritime atmosphere of Hornbæk.

“Fiskehuset Hornbæk has been a cherished part of the waterfront since 1930, where we have served fresh fish and shellfish directly from the sea to our customers. We celebrate the enchanting maritime life and its timeless traditions, making Hornbæk the perfect home for our fish shop and cozy eatery” says Christian Jensen, head of Fiskehuset Hornbæk, and who’s passion for the establishment is obvious. For Christian, an authentic and delicious experience is key; from the fresh catch of the day to the warm hospitality that greets guests at the door.

“Personally, Hornbæk has a special place in my heart. The unique atmosphere and the close connection to the ocean makes this place ideal,” Christian says, expressing his love for this coastal town. “Our prime placement by the harbor gives

us an extraordinary opportunity to offer fresh ingredients on a daily basis, creating local and authentic food experiences for both residents and visitors,” he continues.

As the hotel takes shape, it’s fantastic to be located so close to Fiskehuset Hornbæk. Their commitment to quality and tradition mirrors our own. Together, we aim to offer guests and locals an exceptional culinary experience, the taste of Hornbæk.

Last but not least, as a special treat for our readers, Christian shares one of his favorite dishes. One all visitors should try! “One of my favorites is our own classic fish cakes with rye bread and remoulade. The simple but delicious recipe reflects our focus on fresh and sustainable ingredients.”



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01 – Christian Jensen  
02 – Fiskehuset, Hornbæk

02





# Surfshoppen

## My Life Has Always Been A Close Love Affair With The Sea



01

‘From crossing the Atlantic Ocean at the age of 18 years old, to now owning Surfshop Hornbæk, it seems so natural and right for me.’

No truer words have been spoken than those of Flemming “Flemse” Nilsson, the passionate owner of Surfshop Hornbæk, a classic Californian surf shop with a Scandinavian twist.

At Surfshop Hornbæk, the aim is making unforgettable experiences on the beautiful beaches of Hornbæk. Visitors, residents, and all adventure seekers are all warmly welcomed into this way of life. Whether you’re interested in Stand Up Paddle (SUP) along the coastline, surfing the waves, or sailing the



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famous Hobiecat catamaran with a skipper, they’ve got you covered with both rentals and lessons. Beyond lessons and rentals, their shop is a treasure trove of all the essentials for an active beach life, and they are always happy to provide advice on local sea and wind conditions. Get into beach life with surfing, kayaking, stand-up paddleboarding, and other watersports. Whether you’re a beginner or an experienced enthusiast, you can enjoy lessons or rent

and buy equipment for all your beach fun. Surfshoppen is everything “Flemse” Nilsson is all about: a passion for the ocean, and the beach life at its best - the only life he knows.

01 – Hornbæk Ocean View  
02 – Flemming “Flemse” Nilsson



# Kasper Eistrup



## Artwork ‘Confluence’

Each year, six of Denmark’s renowned artists come together in the Danish TV series ‘Kunstnerkolonien’ to create art at an iconic location. In the latest season, the picturesque coastal town of Hornbæk serves as the backdrop, where the artists follow in the footsteps of earlier creatives who worked in the North Zealand landscapes and along the coastline. Here, Danish artist Kasper Eistrup chose our building at Havnevej 25 as his atelier during the making of the series.

The monumental artwork draws inspiration from the former Hornbæk Badehotel, designed by architect Ole Falkentorp. Built in 1935, the structure embodies the architectural ideals of the era—simplicity, symmetry, and functionality. Over two weeks, Eistrup worked on-site to create a piece that challenged these principles. His painting introduces a dynamic visual shift, disrupting the harmony of repeated forms and movements. Fascinated by the intersection of the streamlined, the mechanical, and the unexpected, he brings a deeply personal and transformative approach to his craft. Further embedding the work in its historical context, he framed the piece using ceiling boards salvaged from the now-demolished ballroom of the hotel, linking past and present in a striking way.

Kasper Eistrup & Confluence  
*Nikolaj Thaning*







# Hornbæk Kunsthal



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01 – Visualisation of Hornbæk Kunsthal  
02 – Sculpture park curated by  
Galleriet Hornbæk



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## A Space To Encapsulate And Celebrate Hornbæk’s Art History

Hornbæk Kunsthal is envisioned as a year-round destination and cultural hub in Hornbæk, offering residents and visitors a rich experience in art, culture, and nature. As a central project, Hornbæk Kunsthal aims to bridge the coast, town center, and harbor, becoming a key part of the town’s new recreational meeting places for all ages.

Hornbæk Kunsthal will encapsulate the towns renowned history of fishermen and artists in a modern setting. The vision for Hornbæk Kunsthal is to create a new focal point in natural surroundings: An art gallery with ongoing exhibitions, Hornbæk library and tourist information center, café/restaurant, a design shop, an artistic reinvention of the popular mini-golf course and a sculpture park.

The new spaces will highlight Hornbæk’s rich history, marked by centuries of settlement by coastal fishermen and communities thriving on trade, crafts, agriculture, and fishing. Early international connections were established through maritime trade,

making Hornbæk a national symbol of the fishing industry and its resilient fishermen. The town’s coastal beauty and vibrant fishing community attracted artists like Viggo Johansen, Carl Locher, and the Ancher couple in the late 19th century. Their summers in Hornbæk inspired an artistic movement that later flourished in Skagen, making Hornbæk a vital precursor to the renowned Skagen artists’ colony.

Until Hornbæk Kunsthal is established, the town’s residents and visitors are invited to pop-up exhibitions featuring Nordic sculptors and artists, as well as various cultural encounters and activities on the site.

**By Christina Hvid**  
FONDEN HORN BÆK KUNSTMUSEUM



# Exploring Hornbæk

ABOUT	
DISTANCE	50 km from Copenhagen
INHABITANTS	Approx. 5.300
VISITORS	Approx. 35.000
KNOWN FOR	One of Denmarks most beautiful beaches

No matter the season, Hornbæk welcomes you with charming places to eat, spots to unwind, unique shops to explore, and cosy retreats.

Allow us to take you on a journey through what Hornbæk has to offer. Whether you’re in search of a local food experience, an indulgent shopping spree, or captivating activities to fill your visit, our guide reveals the perfect stay in Hornbæk.





# Places to eat



SUNSPOT

Dip your toes in the sand and enjoy the ocean view up close. This is the closest spot to the ocean in Hornbæk, offering the best view of the sunset. Whether you want to enjoy your morning coffee or sip cold drinks in the evening, Sunspot is one of the places to be.



STRANDPAVILLONEN

Timeless and elegant, yet festive and inviting – StrandPavillonen embodies charm with an unwavering focus on quality and seasonal ingredients. With a traditional Danish kitchen featuring a modern French touch, it has become a beloved institution for visitors.



DET LUC'S

Nestled between the old and charming buildings of central Hornbæk lies Det Luc's – a place for both locals and visitors, where fresh ingredients and crispy salads are handed over the counter. Add a shake filled with berries or a coffee to your locally served meal.



HANSENS CAFÉ

This charming and picturesque spot, is the ideal place to soak up the seaside air at their inviting outdoor seating. Popular with both locals and visitors, Hansen's Café embodies the relaxed and friendly spirit of Hornbæk, whether you're looking to enjoy a quiet moment with a cup of coffee or a traditional Danish 'Smørrebrød'. Fun fact: Hansen's Cafe is located in Hornbæks oldest building from 1773.



DET FEDTEDE HJØRNE

Dreaming of sitting in the sun, listening to music, and enjoying a delicious street food meal? "Det Fedtede Hjørne" is Hornbæk's beachside street food and the area's ultimate social hotspot. During the summer, it also hosts various festive activities, serving as a vibrant and informal place to lounge.



# Places to shop



GULDSMED PORS HATHOLT

Discover the essence of Danish craftsmanship at Guldsmid Pors Hatholt, a Hornbæk treasure since 2020. With a focus on quality materials and modern aesthetics, Pors Hatholt’s creations capture the essence of Scandinavian style. Explore a curated selection of handcrafted jewelry that celebrates natural materials and human creativity. Whether you’re seeking a special gift or a personal keepsake from your time in Hornbæk, a visit to Guldsmid Pors Hatholt promises delight and inspiration. Step inside and experience the magic of Danish craftsmanship first hand.



ROOMS GALORE

Step into Rooms Galore, Hornbæk’s concept boutique where sustainability meets style. Each piece is thoughtfully chosen for its quality craftsmanship and eco-friendly materials, ensuring your purchase contributes to a greener future. Explore their curated collection and discover furniture and decor that blends seamlessly into your home while making a positive impact on the planet.



THE TRAVELLING BAND

Embark on a journey of cultural fusion at The Travelling Band, a Danish design studio celebrating the rich tapestry of Indian and exotic cultures in Scandinavian style. Nestled in Hornbæk, the boutique offers handcrafted treasures blending tradition with innovation. Explore a curated collection where every piece tells a story of craftsmanship and heritage, seamlessly blending elements of global design with Scandinavian simplicity. Step inside the studio and immerse yourself in a world of wonder, where every item is a testament to the passion for cultural exploration and design innovation.







# Art & Explore



HORNBÆK PLANTAGE

With 150-year-old oak trees, vibrant wildlife, and historic charm, Hornbæk Plantage is the perfect green space to visit while enjoying the delightful beach town. Explore the area with an energetic hike, take a refreshing dip in the sea, or discover historic artifacts from World War II.



RUDOLPH TEGNERS MUSEUM AND STATUEPARK

Are you seeking to be amazed? The combination of historic exhibitions and statues in the middle of a protected natural area will do just that to you. Planned and executed by the artist himself, this large area has been decorated with art, statues, and architecture in harmony with nature. Take a walk in the park, visit the museum, and let yourself be inspired by this magical combination.



GALLERIET HORNBÆK

Paintings, sculptures, glassware, ceramics, and jewelry all contribute to the diverse selection at the Hornbæk gallery. Catering to various tastes, it showcases a range of artists, from established names to emerging talents. Emphasizing quality, the owner personally curates the collection she represents in the gallery.



# Sport & Activities



## GOLF

Discover extraordinary fairways embraced by beautiful lakes, undulating terrain, and marvelous natural surroundings in and around the coastal town. Take your pick from a variety of golf courses, including the architect designed Hornbæk Golf Club. Nestled between forests and lakes lies the stunning Fredensborg Golf Club, while within the heart of a national park awaits Gilleleje Golf Club.



## MOUNTAINBIKE & CYCLING

Looking for an active break from the vibrant life in Hornbæk? Bring or rent a bike and explore the picturesque nature surrounding the town. Several marked routes are available to choose from, ensuring you'll have the best experience next to grand forests, historic castles, and marvelous art and architecture.



## WATERSPORTS

Experience the beach life with activities like surfing, kayaking, stand-up paddleboarding, and various other watersports. Whether you're a beginner or an experienced enthusiast, you can enjoy educational sessions, or rent or buy equipment for your beach adventures. This is the perfect place to enjoy a relaxing time at sea with your family or seek an adrenaline rush with your friends.





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