

Unit 8. Tourism

Juvet - Close-to-nature lodging



Description

In-forest and close to nature location of hotels and lodges can be challenging, when considering sustainability. Larger structures require much infrastructure and high degree of disturbance to the original habitat and environment.

Over the last decade we have seen several examples of small-scale and fragmented establishments, able to combine the modern travelers demand for ease and comfort without the need to construct non-environmental friendly buildings and having to build large infrastructural measures.

Located in a birch forest habitat where domestic species dominate and the natural animal life has been preserved, Juvet caters for the upper-middle class segment of customers.



Goals

The main goal was to establish a modern lodging with a small ecological footprint. A once-in-a-lifetime escape, an architectural gem. Surrounded by untamed pristine wilderness.

The aim is to provide the perfect getaway for an intimate stay for family, friends, or colleagues. An opportunity for those who see nature as a luxury, appreciate modern architecture built on sustainable principles or want to find peace while watching the river float by.

Location

15 kilometres north east of Valldal town in Sunnmøre, Norway (62.33263937539951, 7.477938105789909) on the main tourist route "Trollstigen". Integrating the (birch) forest, the river, the wildlife.

Activities

In addition to being a retreat, it also serves as a staging-point for a wide range of nature- and forest-based activities. Trekking, skiing, rafting, canyoning, as well as less demanding activities such as walking, bird-watching, fishing, berry-picking and mushroom-gathering. Juvet has connections to and agreements with a wide range of local firms who offer such activities to visitors, both residents of the hotel and other visitors.

Website

- <https://juvet.com/en/>

Articles

- <https://www.hanen.no/bedrift/551>
- <https://www.klikk.no/bolig/arkitektur/juvet-landskapshotell-3473224>

Architects

- [Jensen & Skodvin](#)