

FRED BY FISKEBAR, ART BAR WITH A NORDIC TWIST LAUNCHES AT THE RITZ-CARLTON HOTEL DE LA PAIX, GENEVA



Geneva, Switzerland – January 23, 2020 – Fiskebar inaugurates its new art bar concept FRED by Fiskebar. Brainchild of a long-term cooperation between The Ritz-Carlton Hotel de la Paix, Geneva and D10 Art Space, FRED by Fiskebar is where Geneva's convivial bon vivants convene. Inspired by timeless elegance with a dash of intrigue, it is an artful hotspot serving inventive cocktails.

Reflecting the eccentric aristocratic character of Fred, patron of the arts and quintessential socialite, the bar introduces a witty, contemporary concept to the historic lakeside setting. Hand-picked, original artworks shape the menu of interactive cocktails and aromatic Aquavits, while Scandinavian storytelling is evident in the choice of Nordic small plates. Eclectic furnishings and a miscellany of collectables create a stylish and sophisticated backdrop, where intuitive service by the talented team, upholds Fred's genial legacy.

After two years since the launch of the Nordic-inspired restaurant Fiskebar, The Ritz-Carlton Hotel de la Paix creates a new identity for the adjacent bar and lounge with a mysterious blend of vintage style and experimental mixology.

FRED, THE LEGEND

With lineage dating back to 10th-century Danish royals, Fred's noble pedigree enabled him to live an exuberant lifestyle. The family's enfant terrible, Fred followed love to Geneva where his reputation as a dandy and purveyor of the curious bestowed him a certain allure within society. An avid philanthropist, he championed emerging artists, supporting the avant-garde art scene from his favored rendezvous at the original Hotel de la Paix. Legend has it he once declared, *"This is the only place where I find peace and indulge in my beloved Scandinavian fare."* His presence lingers on through the impressive portrait hanging in the bar.

SIGNATURE COCKTAILS AND ART

A fusion of cosmopolitan lifestyle and local glamor, FRED is Lake Geneva's must-visit destination bar. Influenced by artwork on display, alongside Norsk lore and Scandi heritage, the menu is highly imaginative. Each with a story to tell, eight signature cocktails combine artistry with a fabled narrative, while herb-infused aquavits are served with traditional pipette. Talented mixologists concoct drinks to reflect individual tastes, expertly paired with a selection of Nordic light bites.

Paying tribute to Fred's beloved muse, "Rød", red in Danish, is a made of aquavit, Ylang Ylang, vanilla, and served with raspberries to remind the taste of red lips. Known as the "Nectar of the Gods", "Mead" was crafted from the blood of the wise Kvasir and could turn the drinker into a poet. Easy to tell, the Nordic spirit is always present, but blended with a local twist –from the ingredients to the presentation.

For more information, please visit [FRED by Fiskebar](#) or follow us on [Instagram](#).

The Ritz-Carlton Hotel de la Paix, Geneva

Positioned on the storied shores of Lake Geneva, with Switzerland's iconic Mont Blanc as a timeless backdrop, The Ritz-Carlton Hotel de la Paix, Geneva is host to a prestigious heritage that has endured for over 150 years and has been celebrated by generations of high society for bespoke service, uncompromising elegance and a rich culinary tradition. Influenced by elements synonymous with Swiss culture and tradition, the refreshed interiors take inspiration from art, time and nature, subtly blending majestic Italianate architecture with contemporary, scaled-back design. Suspended from the heights of the galleried space, the glittering jeweled chandelier creates an impressive centerpiece, connecting historic opulence with stylish flair. Connect with us on [Facebook](#) and [Instagram](#).

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