



Villa White, Exclusive design, circa 500 square metres. Photo: Ossian Tove

## Built to last

**A garage combined with a disco? Absolutely. A living room designed especially for a Ferrari to be able to park in it? Sure, why not? A house that comes with its own designated ballgame room? No problem. When the team at Ross Architecture & Design say that anything is possible, they really mean it.**

By Pia Petersson

The above are all examples of requests from clients that the firm has managed to realise when designing their future homes. "We are our customers' guardian angels. From the first drawings to the moving-in day, we're there for them all the way, making sure they get the house they dreamt of. When it comes down to it, we're grateful to be able to add value to the lives of the families we work with," begins Pål Ross, founder, CEO and, of course – architect. To say 'no, that's not possible' is clearly not this motivated architect's modus operandi. Instead, Ross and his team thrive on a challenge.

Ross founded this niche architectural firm in 1996 with the intention to provide

high-quality housing. "At present, we have completed over 300 projects. What drives me as an architect is getting to create better quality of life for the client. This is why we are careful to only use safe building materials, along with rigorous construction solutions," Ross explains.

### Live in a work of art

With regards to the actual houses, they are themselves a work of art, which also happens to be the motto of the firm – 'live in a work of art'. Beauty is taken seriously and is key to how the team approaches a new project, Ross underlines. "Once a human's basic needs have been satisfied, beauty is vital in order to make us happy and peaceful," he states.

From the very outset, the Ross team has questioned conventional architectural methods and procedures. A key component in how they approach a project is the use of natural flows and shapes. "The nature around us isn't square. For instance, a river winds through the landscape; that's simply the way nature works. If you come across something



Pål Ross, founder and CEO, Ross Architecture & Design. Photo: James Holm

square in nature, man put it there. This way of working gives us the opportunity to use space in a different way,” Ross enthuses. Consequently, a Ross house holds a certain calm, a flowy movement and a graceful peace.

### Visions of Spain

Keeping in mind that Ross spent a large chunk of his childhood and most of his youth in Spain, there is naturally a special place in his heart reserved for the country – which probably explains the genuine excitement detectable in his voice when he reveals the details of the firm’s upcoming venture. Having just secured their first project in Altea, on the Mediterranean coast, the firm harbours an ambition to build more Ross houses on Spanish soil.

To be able to secure a watertight end result, the firm has established cooperation with reputable local consultants. “We have identified a great need for our services abroad, in countries such as Spain. Actually, I think the typical Ross design already embodies quite a lot of Mediterranean influences, such as the white plaster façade,” Ross reflects.

### Future proofing

In order to make sure it will stand the test of time, a feature that is offered in any Ross project is a lift – a useful addition, of course, in order to ensure that a



Villa Altea, Exclusive design, circa 350 square metres, Spain. Photo: Ossian Tove

house can still be lived in when its occupants have reached old age and perhaps struggle to get up and down the stairs. “Moving house at a late stage in life is upsetting. In this context, a lift doesn’t cost much. Just to know that you don’t have to ever leave the house adds a huge sense of security,” Ross points out.

In a day and age when sustainability and durability are central, Ross buildings stand out. This is due to the fact that these houses are genuinely robust,

which keeps the running costs down over time and ensures that no nasty, expensive and wasteful surprises arise. In addition, a Ross house is built to last – for a long time. “The lifetime of our buildings is 200 to 300 years. If you do things right, it’s possible to save resources and be really, truly sustainable,” Ross concludes.

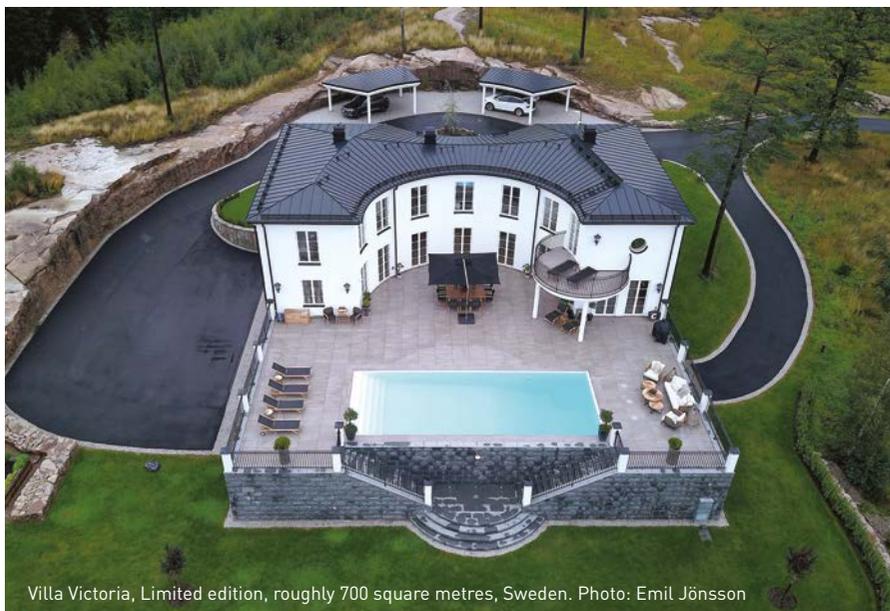
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#### Awards:

- Gold award for Best Architecture Single Residence Sweden, by the International Property Award
- Building preservation award for Best New Building
- The Most Beautiful Detached House in Sweden

The Ross team consists of seven dedicated full-time architects and engineers.

The energy-efficient architecture produced by Ross is always free from materials that can cause allergies and asthma.



Villa Victoria, Limited edition, roughly 700 square metres, Sweden. Photo: Emil Jönsson