

Carucel and NUMA Group partner for their second iconic Oslo property

Carucel acquires Skovveien 15 at Frogner and enters its second hotel operation agreement with the NUMA Group. The iconic building, that is located near the Royal Palace, opens for hotel guests already in the first quarter.

Carucel Eiendom announced a strategic partnership with NUMA Group last summer with the Posthallen as the first agreement. Now, the cooperation is expanded with the fully digital NUMA Topp that opens in March in Skovveien 15, a property recently acquired by Carucel.

«We are very proud to have taken over this architectural pearl of a building, which fits perfectly in our portfolio of beautiful properties from Frogner to Grünerløkka. It has been a very pleasant and professional sales process, and we look forward to expanding the partnership with NUMA Group», says Carl Erik Krefting, CEO of Carucel Eiendom.

Skovveien 15 was built in 1898 and from the 1960s to the turn of the millennium it was operated as West Hotel, which was one of the first to offer long-term stays. In recent years, the building has been operated by Frogner House Apartments. The ground floor of the building has also for many years been home to some of the city's best restaurants, such as the award-winning Coq d'Or, Bokbacka and Hedone.

«Skovveien 15 is a property that has it all – a fantastic history, beautiful aesthetics, and an exciting development potential. The building also fits well to Carucel's other properties in the area, such as Frognerveien 2, Frognerveien 9 and Bygdøy Allé 9. Cooperation with NUMA Group and other leading players in their fields, will be important for our Carucel Living ambitions, where we together with Madison have plans for further growth», says Pierre Puggard, CEO of Carucel Living.

NUMA Group is a German boutique apartments chain that is a leading provider of fully digital accommodation in Europe, with more than 3000 units across the biggest cities of the continent. The company has plans to further strengthen its presence in the Norwegian market.

«We are very pleased to have already signed the second major NUMA Group property in Oslo. The property, that is close to the Royal Palace, will be known as NUMA Topp. This will come in addition to the iconic Posthallen, which we took over the summer 2022 and will open in Q2 2023 as NUMA Hallen. With this we will offer future guests another impressive building in the Norwegian capital», says Dimitri Chandugin, president and founder of NUMA Group.

As a European leader in technology-enabled alternative accommodation, NUMA Group has a clear goal to establish a whole new generation of short- and mid-term boutique accommodation, and by this innovate the industry in Scandinavia as well.

«We succeed together with our highly valued partners such as Carucel. The Nordics are particularly digital-savvy and labor-cost-intensive countries, and we see an enormous potential for NUMAs fully digitalized accommodation operating concept», says Chandugin.

Carucel does not disclose the acquisition detail of Skovveien 15.

