

RÉSIDENCE  SUPÉRIEUR
BY RICHARD NILSSON

Interview with lifestyle designer Richard Nilsson.
The man behind the concept of Résidence Supérieur.
From Supérieur Lounge Magazine - 2008.

Magazine: Hello Mr. Nilsson! You call yourself a lifestyle designer, what does that mean?

RN: *I am tailoring your dream vacation, the perfect environment. This mean everything from individually designed interior and dream cars to gastronomic experiences with helicopter.*

Magazine: In less than five years you have created the hottest and most wanted concept for vacations, conferences and events on the French Riviera. Why did you start the concept and what is your background?

RN: *Well, I have been one of the business men who was a frequent traveller with very few days of vacation. If you only have one week off and the possibility to spend your time with your family you actually do not care about the price as long as you get high level of comfort and relaxation. You need a place where you get fresh air and can be fully focused on what you and your family members really want to do and such an environment can you never get in a hotel. So my idea was to move the five star hotel to a private luxury residence and upgrade it with toys like super sports cars, yachts, private jets, private chefs, private pool, butlers and more.*

Magazine: You have successful businessmen, actors, artists and other famous and rich people staying at Résidence Supérieur. What do you think is the appeal with the exclusive concept and what makes your concept different and unique?

RN: *Unique environment, high level of services and we know what our guests wants.*

Magazine: Congratulations on being the first choice for international ice-cream brand Magnum when they decided on an environment for their next commercial shot, starring superstar Eva Longoria from *Desperate Housewives*. Why do you think you got the deal, and why did they choose Villa Oxygene of Résidence Supérieur?

RN: *Résidence Supérieur have established a very good reputation among the real estate agents, they know what they get when they rent our property and use our services. I have been very focused on the quality both internal and external and I have pushed and raised the limit every year. Villa Oxygene do really offer something rare on the French Riviera. It is not only a house, it is a peace of art. We are of course most honoured that Magnum choose our Villa Oxygene for their new release and it has been a great pleasure to assist them in the way we have done.*

Magazine: You have a car fleet for the disposition of your guests staying at Résidence Supérieur. This includes but is not limited to a Lamborghini Gallardo, Wiessman Roadster and a Mercedes S-class. How did you come up with that idea?

RN: *Well the answer is quite simple, you should not lower your standard when you are on vacation then when you are at home.*

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Magazine: You offer experiences like Formula 1-weekends, helicopter ride to the best gourmet restaurants, golf, skiing and more for your guests. Can a guest staying at Résidence Supérieur get his or her vacation tailored to whatever needs they got?

RN: *Yes, we do tailor everything after our guests needs. If the guest prefer red curtains, blue flowers and that the meat should be well done for their dog we do provide this service. We are used to all kinds of requests and there is actually no limits except the budget for the guest.*

Magazine: Your premium villa is Villa Oxygene in the exclusive Super Cannes, only 10 minutes from the world famous La Croisette. Can you please tell us more about Villa Oxygene?

RN: *Villa Oxygene is located in a very peaceful closed environment, no noise from the traffic or the neighbours, you will only hear the songs from the birds while you are looking out over the sea. The residence is located on almost 4000 square meters of land which allow you to get the peace and freedom you are looking for. You have a huge terrace and a large private swimming pool with the shape of a tear drop. The house is designed by one of the most famous architects, and after my final touch of the interior design, the residence is now tailored for pure pleasure.*

Magazine: Within a 30-60 minute car ride you have Cannes, Monaco, Nice and St.Tropez. All those places are known for their glamour and being favourite choices for the rich and famous during the summer. What do you think makes the French Riviera so special?

RN: *The Riviera do offer everything from dining and shopping to night life. Here is always something going on for everyone.*

Magazine: You have also created what is described as one of the most exclusive membership clubs in the world, the Supérieur Lounge. Can you please explain what that concept is about and for whom it was created?

RN: *Superieur Lounge takes you to the next level. Superieur Lounge offers the best of the best in the matter of living, dining and comfort in an Supérieur environment. It is a limited club to just 50 world wide members and we target extreme connoisseurs who really knows what they want. For more information you are welcome to sign in as a member.*

Magazine: How do you see on the future? How will you expand and develop your concept?

RN: *I do like to stretch the limits both regarding unique designed residences and services. You will for sure see more of the event and branding side like the one with me, Magnum and Eva Longoria. I am aiming to build the best service for entertainment and conferences and events.*

The art of living - is a living art. Try it your self, you deserve it.

Magazine: Thank you for your time Mr. Nilsson.