



Press release

196+ forum Milan: 21 hotels from 9 countries compete for European "Hotel Design Award 2023"

Milan, 13 March 2023 - 21 hotels from 9 European countries have submitted entries for the "Hotel Design Award 2023", which will be presented during the 196+ forum Milan on Monday, 17 April.

8 applicants come from Germany, 5 from Austria, 2 from Croatia. The following countries are participating with one hotel each: Bulgaria, Hungary, Italy, Spain, Switzerland and United Kingdom.

Luca Cerretani, Head of Italy at the PKF hospitality group: "We are looking forward to presenting this prestigious industry award on April 17th in Milan during our annual 196+ forum Milan. We have candidates from national and international renowned hotels which will create even more suspense this year as we wait to find out who will win this year's edition."

Hotels completed and opened in Europe between October 2021 and March of this year were eligible to enter the competition, which is open to architects, designers, owners and developers of hotels in Europe. The criteria for the award primarily includes the originality of the architectural and design concept, the resulting architectural quality of the building and facade, and the design of the interior. The focus is on the design approach for a convincing hotel concept.

Please find the overview of the applicants attached.

More information about 196+ forum Milan:

Milan as one of the big four cities for hospitality in Italy will present itself during the global trade show Salone del Mobile from 18 to 23 April 2023. This week spotlights the city as a center for design and furniture. 196+ forum Milan takes place during this international well-recognized week. Investors, developers, real estate companies, hotel operators, consultants, and architects from around Europe come together to exchange and discuss insights of the hospitality industry.



196+ forum Milan was first hosted in 2014 and is the benchmark event in Italy for hospitality investment & design. A full day of interesting panel discussions, inspirational keynote speeches and presentations of innovative design projects will keep the community up-to-date. This day and especially the extra-ordinary dinner is a crucial opportunity for networking to create valuable business relationships.
<https://www.196plus.com/196-forum/196-forum-milan/>

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