



Press release

196+ forum Milan is accepting applicants for the "Hotel Design Award 2024"

Applications accepted until February 16

Milan, January 9, 2024 - 196+ forum Milan is now accepting applications for the "Hotel Design Award 2024".

Luca Cerretani, Head of Italy at PKF hospitality group: "We are pleased to announce that applications are open for the prestigious Hotel Design Award 2024 and the winner will be announced on April 15 in Milan. The award is focused on hotels that have been or will be completed and opened in Europe between October 2022 and April 2024. The award will recognize the hotel that stands out from its peers in the areas of architecture and design, whether it is a luxury or budget hotel, a city hotel or a resort."

The finalists and the winner of the competition will be presented and announced during the 196+ forum Milan. The competition is open to architects, designers, owners and developers of hotels from Europe.

The criteria for the award include 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," said **Cerretani**.

The application deadline for participation is February 16, and applications can be submitted online at

<https://award.196plus.com/#msdyntrid=tqBDwPIsvwic0MGugYIPHhX0yjrj5dL-uCsjZx3HhhE>.

More information on the 196+ forum Milan:

The 196+ forum Milan is an annual event organized by PKF hospitality group and is held each year as the opening of the Milan Design Week. The 196+ forum



Milan has become Italy's benchmark event for hospitality investment and design, bringing together hospitality professionals from around Europe and the rest of the globe to celebrate architecture and design. The 196+ forum Milan is an international networking platform where industry participants come together to share ideas and participate in a full-day conference with expert discussions, interactive formats, topical case studies and networking opportunities. This year's event will take place April 14-15. A highlight will be the presentation of the "Hotel Design Award 2024." www.196plus.com/196-forum/196-forum-milan/

196+ forum Milan contact:

Elisabetta Valenzano

M +39 351 7204137

elisabetta.valenzano@pkfhospitality.com

www.196plus.com/196-forum/196-forum-milan/

Media contact:

Martina Rozok

M +49 170 2355988

martina.rozok@196plus.com

www.196plus.com