



Press release

196+ forum Milan: 15 hotels from 9 countries compete for European "Hotel Design Award 2022"

Milan, May 10 2022 - 15 hotels from 9 European countries have submitted entries for the "Hotel Design Award 2022", which will be presented during the 196+ forum Milan on Monday, June 6.

4 entrants come from Italy, the others from the following 8 countries: Austria (3), Croatia (1), Denmark (1), Greece (1), Netherlands (1), Portugal (1), Serbia (1) and Switzerland (2).

Giorgio Bianchi, Managing Director PKF hospitality group and Head of Italy: "We are very pleased to present the prestigious industry award on June 6 in Milan. Several national and international renowned hotels have submitted entries. We are very curious to find out who will win this year's edition."

Hotels completed and opened in Europe between January 2021 and June 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 7 to 12 June 2022. 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. This year's event will take place on Monday, 6 June at Officina Ventura 14. A highlight will be the presentation of the "Hotel Design Award 2022".

<https://196plus.com/196-forum/196-forum-milan/>

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