



Press release

Top 10 hotels nominated by 196+ forum Milan jury for "Hotel Design Award 2024"

- **The concepts are increasingly more sophisticated, and the idea of storytelling has finally been fully embraced by the hospitality sector**
- **Two trends became apparent this year: the re-emergence of luxury hotels and resorts and the developments of resorts in secluded locations**

Milan, 13 March 2024 – For the "Hotel Design Award 2024", which will be presented at the 196+ forum Milan on Monday, April 15, the 12-member expert jury has nominated ten hotels from seven countries out of a total 37 applicants from 13 European countries.

Luca Cerretani, Head of Italy at the PKF hospitality group: "The 2024 Hotel Design Award encompasses a fascinating and competitive group of candidates ranging from renovated and restored historic palaces and villas to cutting-edge modern hotels. With 37 candidates from 13 different countries, the Hotel Design Award is becoming one of Europe's leading architecture and design awards for the hospitality industry. This year we welcomed a distinguished jury with extensive experience across design, architecture, construction and hotel management."

The criteria for the award include the originality of the architectural and design concept, the associated architectural quality of the building and the façade as well as the design of the interior. The focus is on the design approach and the associated "story telling" for a convincing hotel concept. Three nominees come from Italy, two from France and one hotel each from Germany, the Netherlands, Austria, Switzerland and Slovenia.

Michael Widmann, Global CEO of the PKF hospitality group and Jury chairman: „Despite a challenging economic environment, hotels and resorts are being built in all corners of Europe. The concepts are more and more sophisticated, and the idea



of storytelling has finally been fully embraced by the hospitality sector. Against this backdrop, we had a record number of participants in this year's 'Hotel Design Award'. Besides the ever-increasing overall quality of new products, two trends became apparent this year: the re-emergence of luxury hotels and resorts and the developments of resorts in secluded locations."

The ten nominated hotels in alphabetical order:

- 21 House of Stories Navigli (Milan, Italy)
- Anantara Convento di Amalfi Grand Hotel (Amalfi, Italy)
- AS Boutique Hotel (Ljubljana, Slovenia)
- Grand Hotel Straubinger (Bad Gastein, Austria)
- Hotel Bergeblick (Bad Tölz, Germany)
- Hotel Haarhuis (Arnhem, Netherlands)
- Maison ELLE (Paris, France)
- Mandarin Oriental Savoy (Zurich, Switzerland)
- Marty Hotel Bordeaux, Tapestry Collection by Hilton (Bordeaux, France)
- The Rome Edition (Rome, Italy)

Hotels that were completed and opened in Europe between October 2022 and March of this year were eligible to apply. The competition is aimed at architects, operators, designers, owners and developers of hotels in Europe.

Images are available at the following link: [☐ HDA24 Nominees](#). Please refer to the copyright information for photo credits. If no information is available, please state the hotel name.

Please find the overview of the applicants attached.

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/



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