

Press release

196+ forum Milan: The Rome Edition from Italy wins "Hotel Design Award 2024"

The other finalists: Maison ELLE (Paris, France) and Mandarin Oriental Savoy (Zurich, Switzerland)



Winner „Hotel Design Award 2024“: The Rome Edition. Source: Nikolas Koenig

Milan, 16th April 2024 – This year's winner of the "Hotel Design Award" is The Rome Edition in Rome, Italy. The prize was awarded yesterday at the 196+ forum Milan.

Michael Widmann, Global CEO of the PKF hospitality group and Jury chairman::
"The resurgence of travelling post-Covid benefitted the whole hospitality and tourism sector. But arguably upscale and luxury hotels in resort destinations and attractive cities benefitted most. So, it is apt that the three finalists of this year's Hotel Design Awards are all from that segment. The finalists are three stunningly



well-done examples of a new breed of luxury city hotels: traditional in the sense of comfort they provide, but quirky and sexy in their interpretation of modern luxury."

The **Rome Edition** sets a new standard in the Italian capital. Sophistication, attention to detail and high design aesthetics make it a meeting place for Romans and travelers alike. The hotel is located in one of Rome's most beautiful neighborhoods, just steps from Via Veneto, one of Italy's most upscale shopping streets, immortalized in La Dolce Vita and an icon of Italian charm in all its splendor. The hotel offers a large, lush private courtyard as a retreat and space for a restaurant. From the garden, guests begin their journey as the hotel unfolds like the acts of an opera. The hotel overlooks the Roman Road, which leads to the heart of the hotel. It has an indoor and outdoor area, a garden with over 400 plants and a cascade of climbing jasmine on the façade. An imposing bronze canopy overlooks teak sofas and furniture arranged in Italian style, giving the feel of a traditional Roman garden. On one side, the city garden offers seating to unwind, and on the other, a relaxing terrace that is open throughout the day and serves light meals until the evening. As in all Edition hotels, the lobby is the beating heart of conviviality. Characterized by spectacular seven-meter high ceilings, travertine walls and floors, it is a space that impresses residents and travelers alike. On the seventh floor, The Roof offers panoramic views of the capital and monuments such as the Pantheon and the Basilica of Sant'Andrea della Valle. A tranquil space with a large bar area, a travertine swimming pool surrounded by solid teak loungers and bronze vases is located along the outdoor terrace area.

The interdisciplinary 12-member jury selected ten nominees from the 37 hotel applications from 13 European countries. Of these nominees, the following three hotels were selected for the final (in alphabetical order):

Maison ELLE (Paris, France)

Mandarin Oriental Savoy (Zurich, Switzerland)

The Rome Edition (Rome, Italy)

Sabrina Voecks, Partner and Creative Director at JOI-Design and member of the jury: „Congratulation to The Rome Edition to this prestigious Award! The Hotel is like a secret magical place! Like a Treasure after looking through a keyhole! With its garden and rooftop it's an oasis in the city of Rome. Seamlessly bringing the



outside in and is blending nature with interior design. Creating a tranquil and relaxing atmosphere for its guests. The hotel feels with its well chosen and reduced design language like a retreat and is a designhighlight in the same way. Well deserved!"

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.

Maison ELLE in Paris embodies a ground-breaking concept in the hotel industry. It is the first media boutique hotel opened by the prestigious Lagardere Media and the Valotel hotel group. It is the first hotel to emerge from the ELLE Magazine brand and marks the fusion of media and hospitality. Managed by Valotel, Maison ELLE is at the forefront of a new era of experiential travel, offering guests a unique journey through the world of fashion, culture and luxury. Reflecting evolving travel trends and the growing importance of experiential tourism, Maison ELLE places design and storytelling at the forefront of the guest experience. This concept of dematerializing a product brand through hospitality underscores Maison ELLE's commitment to creating immersive and memorable experiences for guests. Building on the legacy of ELLE magazine, which has consistently innovated under the leadership of founder Helene Lazarett, Maison ELLE continues this tradition of excellence. Rooted in the timeless elegance of the French art de vivre, ELLE magazine is a beacon of sophistication that has been passed down through generations. Maison ELLE leverages this heritage combined with Valotel's expertise and visionary designers to create a new lifestyle experience that brings the ELLE brand to life in tangible and intangible ways. In essence, Maison ELLE redefines the boutique hotel experience, offering guests a transformative journey that brings the ELLE brand to life at every touchpoint. By seamlessly blending media and hospitality, Maison ELLE sets a new standard for luxury accommodation and stands out as a pioneer in experiential travel.

The Mandarin Oriental Savoy Zurich is the rebirth of an icon. The city's oldest grand hotel was opened in 1838 and, following a comprehensive renovation, was added to the award-winning Mandarin Oriental collection. Redesigned by interior designer Tristan Auer, the exclusive landmark on Zurich's Paradeplatz is close to



luxury flagship stores, the historic old town and the charming promenade leading to Lake Zurich. The Mandarin Oriental Savoy Zurich combines timeless elegance with modern sophistication and incredible service, making it a celebrated address. The Mandarin Oriental Savoy Zurich is located directly on Zurich's Paradeplatz and is therefore at the heart of Bahnhofstrasse. Numerous leisure attractions are within easy reach, and the tranquil Lake Zurich is just a few meters from the hotel. The Mandarin Oriental Savoy Zurich is an elegant boutique hotel with 44 rooms and 36 spacious suites. Overlooking the city, each room has a picturesque backdrop and beautiful design. The hotel offers a restaurant and rooftop bar and exudes a contemporary, international style that contrasts beautifully with the striking architecture of the building. The ORSINI restaurant presents Italian finesse from a two-Michelin-starred chef. In the Savoy Brasserie & Bar you can experience French elegance. The atmospheric rooftop bar offers delicious Asian flavors and a breathtaking panoramic view. With its 700 square meters of event space, the Mandarin Oriental Savoy Zurich offers the ideal setting for lavish parties or enchanting weddings in a restored grand ballroom and a historic guild hall. The hotel is also a first choice for business travelers.

Finalists "Hotel Design Award 2024" in alphabetical order:

Maison ELLE

Location: Paris, France

Owner: Pascal Donat/ Valotel

Operator: Pascal Donat/ Valotel

Project developer: Pascal Donat/ Valotel

Architect: Herve Tezier - Architecte - Atelier TDR

Interior designer: Laurent & Laurence

Segment / Classification: City hotel / 4 Stars

Construction time: 1 month

Number of rooms: 25

Mandarin Oriental Savoy

Location: Zurich, Switzerland

Owner: Savoy Baur en Ville AG

Operator: Mandarin Oriental Hotel Group

Architect: Monoplan AG



Interior designer: Tristan Auer

Segment / Classification: City hotel / 5 Stars

Construction time: 23 months

Number of rooms: 77

The Rome Edition

Location: Rome, Italy

Owner: San Basilio Management S.P.A.

Operator: San Basilio Management S.P.A.

Project developer: San Basilio Management S.P.A.

Architect: 3C+t CApolei Cavalli Architects

Interior designer: Studio Urquiola

Segment / Classification: City hotel / 5 Stars

Construction time: 36 months

Number of rooms: 91

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)

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.

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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