



YELLOW PAGES NEVER LOOKED SO GOOD OUT NOW: THE DESIGN HOTELS™ BOOK EDITION 2010

Berlin, 22 January 2010 – Design Hotels™ announces the release of its annual publication *The Design Hotels™ Book Edition 2010*. Featuring a new vibrant yellow hard cover with silver foil embossing and a fold-out poster, the coffee table book showcases 170 member hotels with striking images and in-depth reviews. Focusing on design, along with the emotions and experiences it can create, *The Design Hotels™ Book* gives a first look at each member hotel's very individual promise.

A Preview of *The Design Hotels™ Book Edition 2010*

The 424-page publication focuses on the key message “Made by Originals” which captures the essence of what each hotel offers: experiences that can't be duplicated, made possible by people who have stories to tell. To illustrate this message, Design Hotels™ puts the spotlight on selected hoteliers and designers. These interesting characters are featured in up-close and personal profiles which reveal the stories behind their hotels.

Originals presented include Daniele Kihlgren, a renegade hotelier who takes hospitality to new heights in his southern Italian properties Sextantio Albergo Diffuso and Sextantio Le Grotte della Civita. The first is a restoration of an abandoned medieval village in a national park in Abruzzo; the second consists of rooms found in the legendary caves of Matera, a UNESCO World Heritage Site. Another creative mind featured is design guru Sir Terence Conran, whose Boundary in East London exudes its owner's originality from the furniture to the artworks from his private collection. There is also Mark Edleson, CEO of the Asian Alila Hotels & Resorts. As part of the group's philosophy, Alila properties are designed to be in contact with the local community. Alila's goal is to send guests home with spiritual and emotional memories, not just souvenirs.

The book's other focus is on the member hotels. The properties are grouped into three different categories – signature, offbeat and rare – to help navigate through the types of experiences guests can expect. With in-depth architectural and design reporting as well as detailed portraits of the hotels, guests are assured to find the right hotel for every occasion – whether that's maximum convenience on a business trip, or an out-of-the-ordinary holiday in an out-of-the-way resort.

Where to Buy

The Design Hotels™ Book Edition 2010 is available to buy at www.designhotels.com/shop, member hotels and selected book retailers worldwide.

Retail price: EUR 44,00 | ISBN: 978-3-89955-283-6 | Hardcover, 424 pages, 32 x 23 cm

- Ends -

NOTE TO THE EDITORS

Please note that a limited number of review copies are available. If you would like to request one please provide us with details of your publication and the planned article. High resolution images of the book are also available. Please contact:

press@designhotels.com or tel: +49 30-8849 400 32



ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of more than 180 independent hotels in over 40 countries across the globe.

More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Perth.
