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## FROM TREND FORECASTS TO HYBRID THINKING DESIGN HOTELS™ FUTURE FORUM 10-11 JUNE 2010, BERLIN

*Berlin, 10 May 2010* – Tickets are now available for Future Forum 2010, Design Hotels™' sixth architecture and design symposium in Berlin, Germany. From 10-11 June 2010 an international roster of architects, designers and trend experts will present and explore futuristic concepts in the context of hospitality. For the first time Design Hotels™ has teamed up with DMY, the International Design Festival in Berlin (9-13 June) and with the Bauhaus live Workshops of the Bauhaus Archiv (7-12 June). This concentration of events will establish Berlin as an international hub for architecture and design this June.

The topic of this year's Future Forum is 'Hybrid Thinking'. Hybrid thinkers blend different skills and fields of thought to develop innovative concepts. The speakers are pioneers and personalities from the fields of hospitality, architecture, design and art. The symposium will take place at the Bikini House in Berlin's Charlottenburg neighbourhood. In collaboration with **Maginwulf Studios** the space will be transformed into an environment that reflects the Future Forum theme. Tickets can be purchased through [www.designhotels.com/shop](http://www.designhotels.com/shop).

### The Symposium

The Future Forum kicks off with a Welcome Event on Thursday evening. Following the topic of 'Challenge Your Senses' **Ottmar Pohl**, chef de cuisine at **COSMO Hotel** in Berlin, **Hans Becker**, chocolatier from **Lapp & Fao**, and winemakers **Irène Tolleret** and **Michael Trenz**, will demonstrate how important the senses are in the context of hospitality. On Friday, **Claus Sendlinger**, founder and CEO of **Design Hotels™** will open the forum together with business journalist and consultant **Ralf Grauel**. **Chris Sanderson** and **Martin Raymond** of **The Future Laboratory** in London will then give an insight into social movements and business trends of the coming years. In the afternoon, **Dr. David Bosshart**, CEO of the **Gottlieb-Duttweiler-Institut** in Zurich will outline why hybrid thinkers have the ability to shape entire industries. The editor-in-chief of **Frame**, **Robert Thiemann**, will then present a vast selection of hybrid concepts from around the world. This will be followed by **Sissel Tolaas** who will talk about her fascinating work as a smell researcher, chemist and scent artist. Tolaas exhibited at the MoMA in New York, is a professor at the **Harvard Business School**, and works with companies including Sony, Cartier and Louis Vuitton. She describes herself as a 'professional in-betweenner' connecting science and art. To finish the day, designer **Werner Aisslinger** will present the top ten design talents from this year's **DMY**.

### The Speakers:

- Chris Sanderson and Martin Raymond, co-Owners of The Future Laboratory, London, UK
- Dr. David Bosshart, CEO of the Gottlieb Duttweiler Institut, Zurich, Switzerland
- Robert Thiemann, editor in chief of *Frame*, Amsterdam, Netherlands
- Sissel Tolaas, chemist, professor, smell researcher and artist, Berlin, Germany
- Werner Aisslinger, designer, Berlin, Germany
- Ralf Grauel, business journalist and consultant, Berlin, Germany
- Irène Tolleret, winemaker and owner, Languedoc, France
- Michael Trenz, winemaker and owner, Johannisberg am Rhein, Germany
- Hans Decker, chocolatier, Lapp & Feo, Bremen, Germany
- Ottmar Pohl, chef de cuisine, COSMO Hotel Berlin Mitte, Germany



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## Hybrid Thinking

The Design Hotels™ Future Forum 2010 will focus on ‘Hybrid Thinking’ in the context of hospitality. Hybrid thinking requires much more than a multidisciplinary team – it requires a team of multidisciplinary people. Like-minded, visionary hoteliers around the globe have begun to create hybrid properties that go far beyond the original purpose of simply providing a bed. Multidimensional hotel concepts focusing on authentic experiences are on the rise, combining elements from galleries, hospitals or film theatres with the traditional idea of hospitality.

For details about the speakers and programme, please visit the official website: [www.designhotels.com/futureforum](http://www.designhotels.com/futureforum) and the related blog: <http://futureblog.designhotels.com>

Design Hotels™ is collaborating with the following sponsors and partners for the event: Apollinaris, Architonic, Bauhaus Live, Bulthaup, DMY, Eggerssohn, Erco, Lap & Fao, Lavazza, Maginwulf, Omnihotel.de, Schotten & Hansen, Sugarhigh.

## TICKETS

Tickets may be purchased online from the Design Hotels™ shop: [www.designhotels.com/shop](http://www.designhotels.com/shop)

### Future Forum Ticket:

Future Forum incl. Gala Dinner and Welcome Event  
EUR 900 (excl. tax)

### Spouse Ticket:

Gala Dinner and Welcome Event:  
EUR 300 (excl. tax)

Future Forum guests will receive free entry to DMY.

- Ends -

## NOTE TO THE EDITORS

A press conference will be held on 10 June from 6 – 8 pm at the Bikini House. A limited number of press passes to the symposium are available.

Please contact us to register for the press conference and/or apply for a press pass.

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## **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.

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