



FROM ANCIENT CAVES TO A FASHION FAIRYTALE DESIGN HOTELS™ OFFERS 36 NEW HOTEL EXPERIENCES

Berlin, 17 February 2010 – Design Hotels™, an international hotel marketing company, announces 36 new member hotels, increasing its membership to 184 hotels worldwide. In 2009, less than 10% of the hotels applying for membership were accepted.

“Design and architecture are important features of our member hotels, but they must be components of a larger whole,” says Claus Sendlinger, founder and CEO of Design Hotels™. “We place great value on a holistic approach to hospitality and always consider the entire concept.”

Throughout 2009 and 2010, Design Hotels™ welcomed new member properties into the collection: Crosby Street Hotel, the first venture by Tim and Kit Kemp outside London, opened in New York, bringing British flair and eclectic elegance to the Big Apple. In Milan, Maison Moschino, a fairytale-like hotel evoking Moschino’s quirky love for surrealism, opens in March. Conceived by hotelier Stefano Ugolini, the property is a fusion of fashion and hotel design. In June 2010 the charismatic duo behind Hotel Sezz in Paris, hotelier Shahe Kalaidjian and designer Christophe Pillet, will open the Hotel Sezz Saint-Tropez. Although different in look and feel, the Mediterranean resort will share the Parisian hotel’s emphasis on personal interaction and bespoke services. The Waterhouse at South Bund, a new project by Loh Lik Peng, the man behind Singapore’s New Majestic Hotel, is a 19-room property set to open in Shanghai’s Puxi neighbourhood. It will be a modern take on the traditional Shanghai courtyard houses of the 1920s. In Italy, visionary entrepreneur, hotelier and philanthropist Daniele Kihlgren invites guests to step into another culture and time at Sextantio Le Grotte della Civita. As part of a UNESCO World Heritage Site, the ancient cave dwellings were transformed into hotel rooms which retain evidence of their use over the centuries.

“Our member portfolio continues to evolve, offering guests one-of-a-kind hotel experiences throughout the world,” continues Sendlinger. “These experiences reflect a shift in values and services, in which luxury is being redefined. Luxury nowadays has less to do with physical materials and more to do with intangible qualities; this means anticipating and fulfilling guests’ emotional needs rather than only providing brand-name amenities.”

The complete list of 36 new members with opening dates is below.
To view them online www.designhotels.com/newmembers

THE AMERICAS

MEXICO

Maison Couturier, Veracruz (September 2009)

UNITED STATES

The Standard Hollywood, Los Angeles (January 1999)

The Standard Downtown LA, Los Angeles (June 2002)

The Standard Spa, Miami Beach (January 2006)

The Standard New York (December 2008)

Crosby Street Hotel, New York (October 2009)



AFRICA / MIDDLE EAST

ISRAEL

Mamilla Hotel, Jerusalem (June 2009)

MOROCCO

Murano Resort, Marrakech (January 2007)

EUROPE

FRANCE

Hotel Gabriel, Paris (March 2009)

Murano Resort, Paris (September 2004)

La Réserve Ramatuelle Spa & Villas, Saint-Tropez (May 2009)

Hotel Sezz, Saint-Tropez (June 2010)

KUBE Hotel, Saint-Tropez (June 2009)

GERMANY

Hotel Cosmo, Berlin (January 2010)

The Weinmeister, Berlin (May 2010)

Hotel ÜberFluss, Bremen (November 2005)

Hotel Louis, Munich (September 2009)

ITALY

Maison Moschino, Milan (March 2010)

Portrait Suites, Rome (July 2006)

Metropole Taormina – Le Grand Hotel, Sicily (summer 2010)

Sextantio Le Grotte della Civita, Matera (May 2009)

Sextantio Albergo Diffuso, Santo Stefano di Sessanio (September 2005)

SPAIN

El Palauet Living, Barcelona (August 2009)

SWITZERLAND

The Cambrian, Adelboden (re-opening in November 2009)

Hotel Nevaï, Verbier (December 2007)

UNITED KINGDOM

Boundary, London (June 2009)

The Scarlet, Cornwall (September 2009)

Town Hall Hotel & Apartments, London (April 2010)



ASIA-PACIFIC

CHINA

The Waterhouse at South Bund, Shanghai (April 2010)
The PuLi Hotel & Spa, Shanghai (September 2009)

INDIA

The Park Hyderabad (June 2010)
Alila Diwa Goa (December 2009)

INDONESIA

Alila Villas Soori, Bali (December 2009)

MALDIVES

Alila Villas Hadahaa, Gaafu Alifu Atoll (August 2009)

SINGAPORE

Klappsons The Boutique Hotel, Singapore (October 2009)
Wanderlust, Singapore (summer 2010)

-Ends-

NOTE TO THE EDITORS

Should you require additional details, please contact:
press@designhotels.com or tel: +49 30-8849 400 32

High resolution images and hotel fact sheets are available from our Online Press Office:
www.designhotels.com/press

Design Hotels™ Best Rate Guarantee

For reservations, please refer to the webpage: www.designhotels.com
or the appropriate Design Hotels™ toll-free number:

EUROPE

Austria, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden,
Switzerland, UK: 00 800 37 46 83 57
Belgium: 000 800 37 46 83 57
Finland: 990 800 37 46 83 57
Hungary: 06 800 1 22 36
Russia: 810 800 20 74 10 49



ASIA/PACIFIC

Australia: 0011 800 37 46 83 57

China, New Zealand: 00 800 37 46 83 57

Hong Kong, Singapore, Thailand: 001 800 37 46 83 57

Japan: 0041 800 37 46 83 57

AFRICA

South Africa: 09 800 37 46 83 57

If your country is not listed please refer to the general reservation number +49 30 884 940040

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.
