
DESIGN HOTELS BRINGS YOU THE POWER OF TEN...FIVE TIMES THE CITY GLAMOUR, FIVE TIMES THE GETAWAY GOODNESS

Berlin, October 31, 2011 – Whether it's Mediterranean warmth, Caribbean cool, dramatic snowscapes or big city thrills that engage attention this season, Design Hotels™ has them all.

“We are excited to welcome ten exceptional and diverse properties to our portfolio. We have not only increased our presence in major hubs like New York and London, but found natural luxury retreats in St. Barts in the Caribbean and in Rovinj, Croatia,” says Design Hotels™ Founder and CEO Claus Sendlinger. “Although different in look and feel, the hotels all share one characteristic: they are deeply rooted in their neighborhood. They act as ambassadors for their region, offering guests meaningful experiences along with a connection to their surroundings.”

Grand Goes Glam

Legendary hotels in some of the world's most glamorous cities attain new-age relevance thanks to careful nurturing and original renovation work. In New York, this enormous task was carried out by the artistic touch of Julian Schnabel for **Gramercy Park Hotel**. Kissed by the bounteous (and city's only) private park, the curated art flourishing inside the property is an enviable contemporary collection. In the UNESCO-listed historic heart of Bern is **Hotel Schweizerhof** whose understated luxury and reclaimed glory also includes tech essentials for today's traveler. Therefore stuccoed ceilings, quaint Juliet balconies and grand chandeliers bestow the right kind of majesty to cozy modern furniture and conveniences. Across the channel in London is **Blakes Hotel**, the iconic property from Anouska Hempel that has recently undergone a multimillion pound refurbishment. With a fusion of eastern and western styles, the hotel rooms' eclectic design transports guests to other worlds and eras. In Barcelona, the 1920s-Chicago-skyscraper-inspired **Grand Hotel Central** goes back to the 20th century to invoke the romance of Catalonian high society, yet stays at the top of modern opulence with its rooftop pool. While in a quiet enclave hidden from the bustle of the wealthy Salamanca district in Madrid sits **Hotel Único**, a tranquil 19th century palace that belies the heart of a sophisticated, with-it hotel. Find iconic modern furniture alongside luxurious fabrics, mosaic floors and a quaint garden.

Luscious Landscapes

At the other end of the spectrum, Design Hotels™ has fantastic new remote destinations. Perfect for the time of year, three are winter wonderlands: **Nira Alpina**, a sanctuary on the Swiss slopes, offers warm hospitality and an enviable ski in / ski out location. Opening in November 2011, it is just five kilometers from St Moritz and a great year-round destination. In Zermatt, **Cervo Mountain Boutique Resort** is a mini hamlet composed of five chalets each contemporary yet cozy, where clean lines and expansive interiors converge with local materials like felt and loden. Situated in Kitzbühel, the bosom of the Austrian Alps, is **Hotel Kitzhof Mountain Design Resort**, a farmhouse converted into an elegant retreat with a large spa and Tyrolean-style restaurant. In warmer climes, showing off Caribbean lifestyle at its best, is **Hotel La Banane** on St. Barts, an homage to '50s funk in vibrant colors. The nine bungalows of this intimate resort are named after well-known modernist architects from Pierre Jeanneret to Jean Prouvé. Design Hotels™ first member in Croatia is **Hotel Lone** in Rovinj. Thanks to the building's Y-shape, guests can enjoy uninterrupted views of the island-speckled coastline or the historical Mediterranean forest from each of the 248 rooms and suites.

The complete list of ten new members with opening dates is below.

To view them online please visit www.designhotels.com/newmembers



AMERICAS

FRENCH WEST INDIES

La Banane, St. Barts (November 2009)

UNITED STATES

Gramercy Park Hotel, New York (August 2006)

EUROPE

AUSTRIA

Hotel Kitzhof Mountain Design Resort, Kitzbühel (January 2005)

CROATIA

Hotel Lone, Rovinj (July 2011)

SPAIN

Grand Hotel Central, Barcelona (January 2006)

Hotel Único Madrid (April 2011)

SWITZERLAND

Cervo Mountain Boutique Resort, Zermatt (December 2009)

Hotel Schweizerhof Bern (May 2011)

Nira Alpina, Silvaplana (November 2011)

UNITED KINGDOM

Blakes Hotel, London (refurbishment: 2011)

- Ends -

NOTE TO THE EDITORS

For additional information, please contact:

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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, Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain,

Sweden, Switzerland, UK: 00 800 37 46 83 57

Finland: 990 800 37 46 83 57

Hungary: 06 800 1 22 36

Russia: 810 800 20 74 10 49

Turkey: 00 800 49 13 74 68 357



THE AMERICAS

USA & Canada: 1800 337 4685

Brazil: 0021 800 3746 8357

Argentina: 00 800 3746 8357

Mexico: 01800 1233454

ASIA/PACIFIC

Australia: 0011 800 37 46 83 57

China, New Zealand: 00 800 37 46 83 57

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

Japan: 001 800 37 46 83 57

Korea (Telecom): 001 800 37 46 83 57

Korea (DACOM): 002 800 37 46 83 57

Korea (Onse): 001 800 37 46 83 57

AFRICA

South Africa: 09 800 37 46 83 57

ALL OTHER COUNTRIES

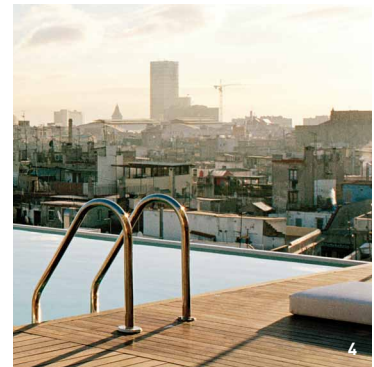
+49 30 884 94 00 40 (regular international rates apply)

ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of more than 200 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 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 and Perth.



- 1 **GRAMERCY PARK HOTEL** | NEW YORK CITY, USA
DESIGNHOTELS.COM/GRAMERCY_PARK_HOTEL
- 2 **BLAKES HOTEL** | LONDON, UK
DESIGNHOTELS.COM/BLAKES_HOTEL
- 3 **HOTEL ÚNICO MADRID** | MADRID, SPAIN
DESIGNHOTELS.COM/HOTEL_UNICO
- 4 **GRAND HOTEL CENTRAL** | BARCELONA, SPAIN
DESIGNHOTELS.COM/GRAND_HOTEL_CENTRAL
- 5 **HOTEL SCHWEIZERHOF** | BERN, SWITZERLAND
DESIGNHOTELS.COM/HOTEL_SCHWEIZERHOF
- 6 **HOTEL LONE** | ROVINJ, CROATIA
DESIGNHOTELS.COM/HOTEL_LONE
- 7 **NIRA ALPINA** | SILVAPLANA, SWITZERLAND
DESIGNHOTELS.COM/NIRA_ALPINA
- 8 **HOTEL LA BANANE** | SAINT BARTHÉLEMY
DESIGNHOTELS.COM/HOTEL_LA_BANANE
- 9 **CERVO MOUNTAIN BOUTIQUE RESORT** | ZERMATT, SWITZERLAND
DESIGNHOTELS.COM/CERVO
- 10 **HOTEL KITZHOF MOUNTAIN DESIGN RESORT** | KITZBÜHEL, AUSTRIA
DESIGNHOTELS.COM/HOTEL_KITZHOF