



Design or not design—that is the question; or more precisely, the choice that globe trotters faced in the past. Those lacking in spare change had to pass by the beautiful luxury hotels and put up, in every sense of the word, with cookie-cutter budget accommodations. In the meantime, creative hoteliers have recognised the need for affordable design hotels. What began as an apparent niche market has developed into the tourism success story of recent years. Especially the large international target group has primarily contributed to the success of the new concepts. Business travelers in their mid-forties

who are on the road quite a bit for professional reasons are just as much a part of this group as young families who expect more from their holidays than the package hotel. There are also 28-year olds who, after successfully completing their studies, spend their money on trendy furnishings and the latest fashion clothing. Thus, it is natural that they would want to also spend their holidays in an atmosphere that corresponds to their personal style. All of these people are extremely mobile and cosmopolitan. They think globally and select their destinations according to personal interests and not based on whether

these destinations are next door or on another continent. The individuals in this target group are well aware of what they are worth, and what design is worth. For them, inexpensive does not mean cheap, and a good value means that certain things are worth their value. In the architecturally-focused hotels in the categories they can afford, prices are around 200 euros per night, and sometimes much less. At first glance, it still seems like a great deal of money, but travelers know exactly what awaits them and what they can expect for their money. In addition to classic service and excellent furnishings,

one feature is of central importance to them: individuality. Each hotel in this book is based on a concept that works exclusively at that particular location and nowhere else. After all, the architecture determines the furnishings and the location the atmosphere. Thus, each hotel is unique. It challenges its guests and sends them on expeditions of discovery. Visitors definitely will not suffer from déjà vu. Guests feel that their lifestyles are understood, not lastly because the makers themselves come from the same target group. They are creative and open, and let their personality flow into their creative process. It is

their ambition that surprises and excites guests with unusual ideas. Proof of their success is provided on the following pages.

- 01 | The Farmer's Daughter
- 02 | Hotel OT
- 03 | Hotel on Rivington
- 04 | Hotel V