

11th 100% HOTEL DESIGN AWARDS 2024 (PROJECTS+PRODUCTS)

Invitation to Participate in the most important Hotel Design Competition for Greece and Cyprus!

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OFFICIAL ANNOUNCEMENT

100% Hotel Show announces the opening of participation submissions to the **11th Competition of Hotel Design, "100% Hotel Design Awards"**.

Starting from last year's Event, the Competition now consists of two major Award Sectors:

- 1. PROJECT AWARDS**
- 2. PRODUCT AWARDS**

In the framework of the competition, Architects and Designers are given the opportunity to present their work to the most dynamic professionals in the tourism sector: Hoteliers, Villa & Upscale Apartments' Owners, Travel Agents, Tour Operators, Media, Construction Companies, Financial Consultants, Marketing Managers and other area specialists.

The **100% Hotel Show**, in addition to the direct promotion of participants, has developed and continues to evolve the institution of the **"100% Hotel Design Awards"** with the following objectives:

- To document and present contemporary trends in Hotel Architectural Design, and to reward practices that create competitive Hotels, contributing to the development of Greek Tourism.
- To highlight the role of good Design in creating a Unique Identity and its contribution to enhancing the experience and overall image of Luxury Hotels and Villas.

PARTICIPANTS'/WINNERS' ADVERTISING PLAN

- The entries that make it to the Shortlist of the Competition will be presented in Special Areas (Projects on boards/Products in physical form) during the 100% Hotel Show exhibition, which will take place from November 9-11, 2024, at MEC Paiania.

- All Short Listed Entries will be honored during the Awards Ceremony on Saturday, November 9, 2024. During the same Ceremony, the Awards will also be presented to the Winners.
- All Finalists will be systematically promoted through the Organizing Company’s Online Platforms, designsociety.gr and [100% Hotel Specials](http://100%HotelSpecials.com) (the “media” of the 100% Hotel Show). Additionally, special promotion will be organized for the Winners (the Architectural Firms for the Project Awards/the Designers and Manufacturers for the Product Awards) on both of the above Media.

CATEGORIES

<p>PROJECT AWARDS</p> <p>Main Categories</p> <p>Resort City Style Hotel Villa Boutique Style Hotel Luxury Apartment</p> <p>Special Categories</p> <p>Lighting Design Sustainable Hotel Design Room / Bathroom Lobby / Foyer / Reception Surrounding Area All Day Restaurant Wellness Centre Special Prize for non-implemented Project Special Audience Prize Special Award for Best Photoshooting</p>	<p>PRODUCT AWARDS</p> <p>Indoor Furniture Outdoor Furniture Objects/Accessories Lighting Bath & Spa Products Special Audience Prize</p>
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CRITERIA FOR PARTICIPATION

In the 11th competition of 100% Hotel Design Awards 2024, eligible to participate, are:

<p>PROJECT AWARDS</p> <ul style="list-style-type: none"> • Architects / Architectural Studios from Greece and Cyprus, for projects that they have been created all over the world, which were implemented (or the research has been conducted for not implemented ones) during the last 5 years, and have not participated in the contest in the previous years. • Projects in Greece and Cyprus that have been created (or, the research has been conducted for not implemented ones) by architects/architectural offices from all over the world. 	<p>PRODUCT AWARDS</p> <ul style="list-style-type: none"> • Product Designers from Greece and Cyprus who have designed objects (furniture, lighting, accessories, etc.) in the last five years, which have been manufactured. • Manufacturing Companies (Industries/Workshops) that have produced objects (furniture, lighting, accessories, etc.) that are the result of product design, either designed in-house or through collaboration with designers.
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<ul style="list-style-type: none"> • For the «Special Prize for Best Photoshooting» category, Photographers - collaborators of the Architectural Offices that designed the Project, or the Project Owners (Hoteliers - Management Companies etc.) 	
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Important Clarification:

Whoever is related to the project (Architects, Designers, Hoteliers, Operators, Investors-Developers) can submit a participation.

In any case, it is recommended for the head architect or designer of the project to curate the participation.

PROCEDURE

The 11th 100% Hotel Design Awards 2024 contest includes the following stages (in terms of time and action):

1. During the first stage, the person of interest (Architects, Designers, Owners of hotels, Photographers Operators, Investors-Developers) should send to the contest’s organizing committee their application package. There is no limit to the number of applications from each participant. The first stage leads to a short-list selection.
2. The second stage includes a closed jury meeting at a reasonable time before the 100% Hotel Show and selection among short listed selected projects. The awards will be announced and awarded at a high-level ceremony, to be held on 9 November 2024, on the day of the VIP Opening of 100% Hotel Show
3. The projects & products that will be selected in the shortlist will be presented during the 100% Hotel Show fair, which will take place on 9-11 November 2024, at MEC Peania. The visitors of the fair will have the chance to vote for their favorite participation, which will win the audience award. The announcement of the project that won the audience award will be made after the fair.

DATES

- **Submission start date:** June 17, 2024
- **Submission deadline:** July 1, 2024
- **Announcement of shortlisted entries:** September 16, 2024
- **Public Voting (Online):** November 1-30, 2024
- **Exhibition of shortlisted entries & Onsite Public Voting:** November 9-11, 2024, during the 100% Hotel Show Exhibition
- **Awards Ceremony:** November 9, 2024

PARTICIPATION FEE

<p>PROJECT AWARDS</p>	<p>PRODUCT AWARDS</p>
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<ul style="list-style-type: none"> • For participation in up to 2 prize categories: €372,00 per participation (€ 300,00+ 24% VAT). • For participation in 3 to 4 prize categories: €434,00 ανά φάκελο (€ 350,00+ 24% VAT). • For participation in 5 to 6 prize categories: €496,00 ανά φάκελο (€ 400,00+ 24% VAT). <p>Note: The participants will indicate the prize categories they choose to compete in. The Jury, however, reserves the right to evaluate Works in categories not declared by the participants.</p>	<ul style="list-style-type: none"> • For participation of 1 Product: € 186,00 per participation (€ 150,00+ 24% VAT). • For participation of 2 to 3 Products: € 248,00 per participation (€ 200,00+ 24% VAT). • For participation of 4 to 5 Products: € 310,00 per participation (€ 250,00+ 24% VAT).
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MATERIAL FOR PARTICIPATION

<p>PROJECT AWARDS</p> <p>The submitted folder for each project, must include:</p> <ol style="list-style-type: none"> 1. 10 -12 (not more) characteristic photos of the project. These should indicate in any case: <ol style="list-style-type: none"> 1a. The general picture. 1b. A characteristic room. 1c. A typical bathroom. 1d. The lobby / foyer / reception 1e. Restaurant / bar (if applicable). 1f. Spa (if applicable) 1g. Landscape interventions (if applicable) 1h. Three additional photos of the participants' choice, or characteristic drawings 2. Short description of the project - in word format, both in Greek and English (max. 100 words in each language) 3. The categories in which the project is submitted as a candidate 4. Technical description of one page- in word and pdf format, describing in 500 words the characteristics of the hotel, the time of study and completion, the cost of implementation, the developer of the project both in Greek and English. 5. The project contributors and the suppliers of hotel equipment (furniture, light fixtures.) 6. Completed, the following details: <ol style="list-style-type: none"> a. Project Name: b. Contact Person: GR _____ 	<p>PRODUCT AWARDS</p> <p>The submitted folder for each project, must include:</p> <ol style="list-style-type: none"> 1. Up to 6 characteristic photos for each Product. 2. A short description of each Product, in word format, in Greek and English (max. 100 words in each language). In the description it is good to include details of the design concept. 3. The category to which each Product is submitted as a candidate. 4. The contributors of the Product (Designer, Manufacturer, etc.). 5. Completed the following details: <ol style="list-style-type: none"> a. Product Name: b. Contact Person: GR _____ EN _____ c. Name of the Participant: GR _____ EN _____ d. Name of the Designer: GR _____
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<p>EN _____</p> <p>c. Name of the Participant:</p> <p>GR _____</p> <p>EN _____</p> <p>d. Name of the Photographer:</p> <p>GR _____</p> <p>EN _____</p> <p>e. Site:</p> <p>f. E-mail:</p> <p>g. Phone:</p> <p>ADDITIONAL MATERIAL (necessary for a valid participation):</p> <ol style="list-style-type: none"> 1. Proof of payment for participation in the competition. 2. Participant's tax information. <p>The material can be submitted digitally by:</p> <p>e-mail / dropbox link / wetransfer.com [info@hotelshow.gr], until 1/7/2024, with the subject 100% HOTEL DESIGN AWARDS HOTEL NAME ARCHITECT NAME.</p> <p>Entry fee per case according to the number of categories, based on a table above, payable to DEMAND FAIRS & MEDIA MEPE. (Account No: NATIONAL BANK 187/00311-279 IBAN: GR13 0110 1870 0000 1870 0311 279 SWIFT-BIC ETHNGRAA)</p>	<p>EN _____</p> <p>e. Name of Manufacturer:</p> <p>GR _____</p> <p>EN _____</p> <p>f. Site:</p> <p>g. E-mail:</p> <p>h. Phone:</p> <p>ADDITIONAL MATERIAL (necessary for a valid participation):</p> <p>Proof of payment for participation in the competition. Participant's tax information.</p> <p>The material can be submitted digitally by:</p> <p>e-mail / dropbox link / wetransfer.com [info@hotelshow.gr], until 1/7/2024, with the subject 100% HOTEL DESIGN AWARDS HOTEL NAME ARCHITECT NAME.</p> <p>Entry fee per case according to the number of categories, based on a table above, payable to DEMAND FAIRS & MEDIA MEPE. (Account No: NATIONAL BANK 187/00311-279 IBAN: GR13 0110 1870 0000 1870 0311 279 SWIFT-BIC ETHNGRAA)</p>
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THE JURY

100% Hotel Design Awards 2024 jury will be determined soon. It will be composed by personalities of the Architecture, Design, and Tourism sectors, as well as by representatives of institutional organizations and media of those fields, from Greece and abroad.

The jury members will change every year. A jury member who has been a member in the last two years, cannot be selected. The Jury members will be selected by DEMAND FAIRS & MEDIA MEPE, organizer of 100% Hotel Show, in cooperation with the Advisory Committee.

The names of the jury will be announced at the end of the submission of entries.

EVALUATION CRITERIA

<p>PROJECT AWARDS</p> <p>The evaluation criteria are not based only on good and creative design but also in commercial success. Regardless of how impressive is a project in terms of aesthetics or design, the jury will examine how each winning project responds to the customer needs. The jury will be looking for entries which seek strict and structured design, demonstrating reasonable use of the project budget in order to contribute to the "experience" of the visitors and participate in the creation of a "theatrical scene." The submitted material should clearly demonstrate why this project deserves to be selected for an award and how design has helped the project to reach an awarding level.</p> <p>WHAT DO THE JURY MEMBERS SEARCH FOR</p> <ul style="list-style-type: none">• Comparison between the initial information and the final solution.• Evidence of an innovative approach with clever use of space and materials.• Sensitivity to operational issues, as well as requirements on cultural heritage and urban design, sustainability and the environment.• Personalization and design innovation and how they enhance the visitors' experience.• Successful resolve of budget issues, construction and timetables.• Issues of comfort, practicality, durability and ease of use.• Compelling facts and figures.	<p>PRODUCT AWARDS</p> <p>The Jury evaluates the items participating in the competition based on aesthetics, functionality, and innovation, but the main characteristic they seek is outstanding design. Competitors must provide clear answers to the fundamental questions "why should a Hospitality Business choose them" and "what additional value will they bring to an Accommodation" when submitting their item(s) for participation.</p> <p>Additionally, the key requirements include the authenticity and ownership of the design, its relevance to the theme of the call, and technical proficiency. Sustainability and accessibility will be particularly appreciated.</p>
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