
FROM GALLERY TO GUESTROOMS DESIGN HOTELS™ WITH A CULTURAL CONNECTION

Berlin, xx April 2011 – Like Design Hotels™ art is an expression of creativity, personal visions and experiences. It's not surprising then that many hotels display a strong link to the art world. From interiors by fashion designers to regularly changing art exhibitions, these three member hotels in Sweden, Portugal and Italy, celebrate their connection to art and culture in different ways. In Gothenburg, Sweden, **Avalon Hotel** (www.designhotels.com/avalon_hotel) has teamed up with Röhsska Museum to promote creative excellence through exhibitions at the hotel and museum. This includes a room at the museum inspired by the Avalon Hotel style and furnishings, and design tours and workshops offered to hotel guests. In Cascais, Portugal, the striking **Farol Design Hotel** (www.designhotels.com/farol_design_hotel), an architectural extension of the Count of Cabral's 19th-century mansion created by CM Dias Arquitectos, is a work of art itself. Thirty-three guestrooms are 'dressed' by acclaimed Portuguese fashion designers and form a strong contrast to the cool black and white interior throughout the hotel. To be totally immersed in the art world, the **Gallery Hotel Art** (www.designhotels.com/gallery_hotel_art) in Florence is a temple to contemporary art and culture. As a constantly evolving project for lovers of art, the hotel features changing exhibitions of paintings, photography and sculptures.

Avalon Hotel, Gothenburg, Sweden

Known as Sweden's first Feng Shui hotel, this serene property at the centre of the Kungssportsplatsen district has launched an exciting partnership with the local museum, Röhsska Museu, Sweden's museum for design, fashion and applied arts. The institute will be launching an exhibition called "Imperfekt–Presens–Futurum" on 12 May 2011 with architectural designs and prototypes from the hotel and the area around Kungssportsplatsen. Avalon Hotel also offers design tours and workshops to hotel guests, as well as training sessions for staff about the designer environment in which they work. With a mixture of jutting angles, low and high ceilings and abundant use of wide swathes of light wood, Avalon Hotel offers a modern yet cosy ambience in the heart of the city. www.designhotels.com/avalon_hotel

Farol Design Hotel, Cascais, Portugal

Perched on a rocky shoreline overlooking small fishing boats in a local marina, this hotel not only benefits from ocean views but a striking visual interior. A daring project from CM Dias Arquitectos, the hotel is housed in a remodelled 19th-century mansion once owned by the Count of Cabral and seems to float above the sea below. Inside, the communal spaces have been redefined in black and white, whilst 10 of the guestrooms show off designs from Portugal's fashion elite, including Ana Salazar, Fátima Lopez, Miguel Vieira, who were invited to each decorate a room. Aquatic elements pervade the property, from hydro-massage bathtubs in each of the rooms to the terrace garden, complete with salt-water pool. www.designhotels.com/farol_design_hotel

Gallery Hotel Art, Florence, Italy

With the word 'art' in its name, it's not surprising that this hotel displays a deep passion for the visual world. Located on a tiny square just steps from the Ponte Vecchio, the hotel presents itself as a cultural exchange aimed at lovers of art and good living. Inside, objets d'art ranging from paintings and photography to sculptures accent the walls of the multifunctional lobby, as well as the library and The Fusion Bar & Restaurant. All areas feature regularly changing exhibitions from international artists, including Hans Van Der Meer and Steven Klein. Bedrooms are outfitted with linen sheets, cashmere blankets and luxurious leather headboards, adding a



truly unique touch. The restaurant also offers a relaxing space for a variety of informal functions, events, or exhibitions, making it a cultural hub for international guests and Florentines.

www.designhotels.com/gallery_hotel_art

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ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection 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 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 and Perth.
