



HOTEL LAB
EUROSTARS
HOTELS

1st Innovation and Design Contest of Hotel Spaces

Design a
Eurostars
room and
**get up to
€8.000**



EUROSTARS
HOTELS

HOTEL LAB:

more than an innovation contest



At Eurostars Hotels, we have a strong commitment to development. This time, we have undertaken to a new challenge: reinventing the concept of “hotel”.

To that end, we have designed Hotel Lab, our First Innovation and Design Contest of Hotel Spaces. We invite you to design the furniture for one room that meets travellers’ present and future requirements.

Over the next months, this room will become your think tank. Create innovative solutions, do experiments and design the perfect room.

The judges of Hotel Lab will choose the project that reflects the best innovation spirit of Eurostars Hotels.

You still haven’t made up your mind, have you?



WHO IS HOTEL LAB ADDRESSED TO?

No matter where you are from, if you are a student or a professional in architecture, product design, industrial design or interior design, this is your contest! Do not wait any longer and start designing your project.

You can be part of this contest as an individual or a group up to three people.

ELEMENTS TO BE DESIGNED

Your Eurostars room needs to be equipped with some furniture including:

- Double bed with headboard (mattress is not needed)
- Wardrobe
- Luggage carrier
- Workspace (chairs are not needed)

Furthermore, you can add all the additional elements you wish: lighting equipment, TV, music, curtains...

You can share out the space as you want, bearing always in mind the guests experience, since they need to move comfortably. You will have a total of 28 sqm: 24 sqm will be used for your room and 4 sqm for the bathroom you do not have to design.

Note: There is no defined floor type, except from the restricted surface (sqm)



HOW CAN I TAKE PART IN THE CONTEST?

To participate, you have to deliver the following materials:

1. Descriptive report of the idea, the equipment and the production phase in an A4 paper format.
2. Equipment ground plans within the room format we specify in A3 panels.
3. Ground plan, elevations, sections and renders of each design in A3 panels.

The maximum number of panels you can deliver is limited to 5 panels per project. You have to send the material, as well as the name, surnames, email address and telephone number of each member of your group to the following address:

C/Mallorca, 351. 08013 Barcelona. Attn.: María Campos.

Previous enrolment to the contest is not necessary. Once we have received the project, you will be automatically enrolled into the contest. A participant or team can only deliver ONE full set design. Each team will bear the fully allocated costs of the delivered project.



WHAT ARE WE GOING TO EVALUATE?

INNOVATION, FUNCTIONALITY, FEASIBILITY AND ORIGINALITY: The four basic pillars of a good project.

Innovation: Use of new materials; technological, functional and ergonomic innovations, and all aspects that add value to your design.

Functionality: Furniture will have to satisfactorily comply with the functions it has been designed to.

Feasibility: Real opportunities to carry out the project, since the goal is to bring the winning project to life in a Eurostars room.

Originality: Furniture elements must be original, that is, they cannot have been used before.

DEADLINES

You can deliver your project from the 15th January 2016 to the 15th July 2016. Remember we don't take into account the projects we receive after this deadline.

We will announce the final decision on the 15th September 2016 to each winner, taking into account the contact information you provide when joining the project.

PRIZES

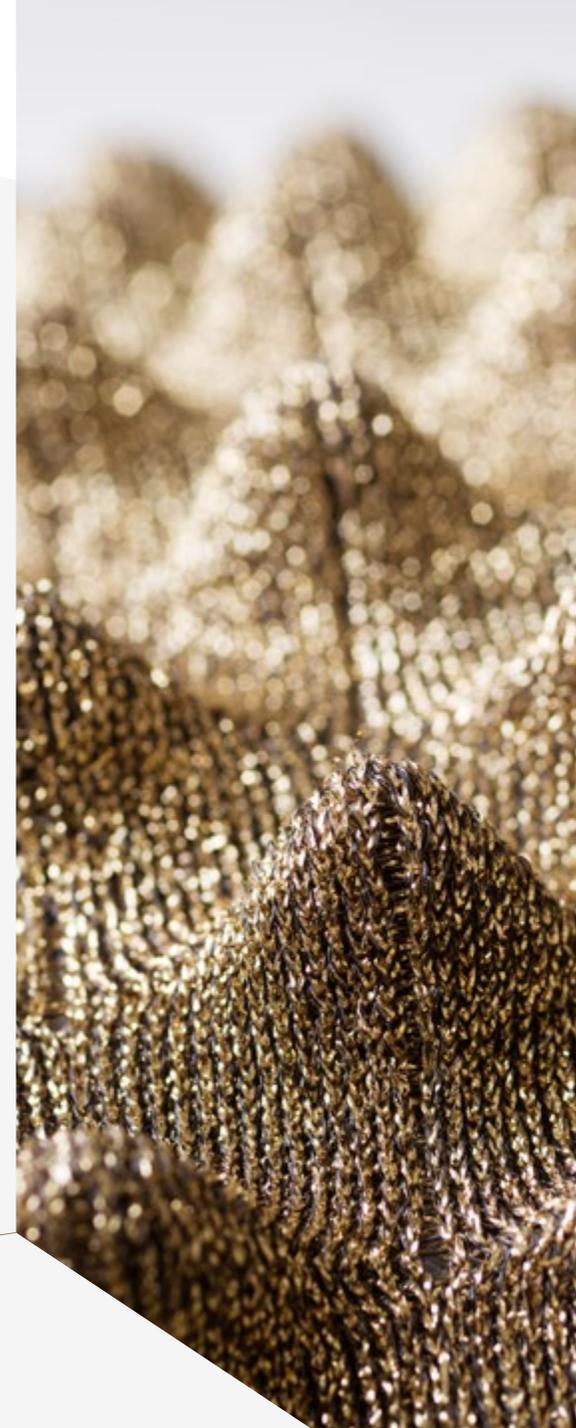
At Eurostars Hotels, we want to provide rewards and recognition for strong performances. Therefore, the judges of **Hotel Lab** will grant the following prizes among all the submitted projects:

- **First prize:** The winning project will be brought to life in one Eurostars room. Furthermore, this project will receive a cash prize of €8,000.
- **Merit marks:** The contest organisation will give two merit marks (€1,500 each one).

The jury is composed of an odd number of experts in interior decoration and industrial design. Their names will be published when the contest winners

are proclaimed. The judges are in charge of deciding who receives the first prize and the two merit marks.

The contest management will inform about the winning projects and the prizes for categories by using the contact information participants provide when being nominated.



TERMS AND CONDITIONS

1. People under 18 years old cannot take part in the contest, nor even the Grupo Hotusa workers or their relatives.
2. Participants accept that the organisation, if it so wishes, can exhibit the projects in the corporative group website, the social networks or the hotels.
3. Participants recognise to own the intellectual property rights on the works they submit; they also recognise not to have ceased the rights on them to a third party.
4. Participants will transfer the exclusive use of their work's industrial property rights to Grupo Hotusa, in case the project is rewarded. The project broadcasting involves mentioning the author's name.
5. Grupo Hotusa reserves the right to modify any aspect of the original project in order to make the project feasible.
6. Grupo Hotusa reserves the right to declare the prize null and void if the circumstances so require.
7. If the winning project is brought to life, Grupo Hotusa can ask the author(s) for the design details, the plans in CAD format, and the information the group considers being required.
8. Cash prizes will be subject to the Personal Income Tax withholdings according to the applicable legislation.
9. Grupo Hotusa does not assume responsibilities derived from the unauthorised use of materials under industrial property.
10. Participants recognise the verdict will be final and they expressly give up their right to start legal or extrajudicial proceedings.
11. Being part of the contest hereby involves automatically accepting these terms and conditions agreed upon without any brackets.
12. In the event of any dispute that might arise in relation to the interpretations and the scope of the hereby terms and conditions, the parties will act in accordance with the Justice Tribunals and Courts in Barcelona.



ABOUT EUROSTARS HOTELS

More than a chain, Eurostars Hotels is a collection of over 80 high-end hotels with a strong cultural personality. Eurostars Hotels includes establishments their own personality that encourage clients to enjoy the essence of more than 50 international locations where they are placed.

From avant-garde international skylines to the classical tradition of palatial buildings, each experience in Eurostars ensures a unique and special stay.

www.eurostarshotels.com



DO YOU NEED MORE INFORMATION?

CONTACT US!

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