



OFFICIAL REGULATIONS

Promoted by Teamwork Hospitality as part of the thirteenth edition of Hospitality Day.

1. Purpose of the Award

The *Hotel Designer Awards*, promoted by Teamwork Hospitality, were created with the aim of enhancing creativity, research, and design vision in the world of hospitality. The competition intends to reward the best hotel architecture and interior design concepts capable of interpreting the trends and models of the hospitality industry of the future.

The award aims to:

- Promote innovation, sustainability, and comfort in hotel design;
- Encourage collaboration between designers and companies in the hospitality sector;
- Highlight the narrative and emotional impact of the project;
- Provide visibility to professionals and studios that experiment with new forms of hospitality.

It should be noted that the competition **does not reward completed projects**, but conceptual and original ideas.

2. Competition Theme

"The Hotel Room of the Future: Comfort, Identity, and Sustainability in 36 m²."

Participants are invited to design a **36 m²** hotel room (9x4 m), including a bathroom.

The project should express an innovative and functional vision, with particular attention to:

- Guest comfort and well-being
- Aesthetic identity and storytelling
- Environmental sustainability and conscious use of materials
- Technological integration and flexibility of use
- Functional optimization of space



3. Competition Categories

Each participant may submit **only one design proposal**, choosing one of the following ten categories:

1. **Luxury Experience Room** – A space focused on excellence in comfort and the perceptual quality of materials. This category requires a design approach that integrates high-end finishes, tailor-made solutions, and advanced ergonomics. The goal is to create a highly sensory environment, coordinated and consistent in its aesthetic language, with particular attention to detail and material continuity.
2. **Sustainability & Nature Room** – A room designed according to principles of environmental responsibility and impact reduction throughout its life cycle. Certified materials, low-consumption construction systems, and bioclimatic strategies applicable to indoor spaces are required. The concept should emphasize the connection with nature through colors, textures, and solutions that improve air quality, natural light management, and the guest's physical and psychological well-being.
3. **Smart & Tech Room** – An environment where technology and home automation support usability, personalization, and energy efficiency. The project must integrate intuitive interfaces, smart sensors, centralized control systems, and automation solutions that are unobtrusive aesthetically. Technology should be discreetly incorporated into the layout, tangibly enhancing the guest experience.
4. **Accessible Room** – A space designed according to inclusive design and universal usability principles. The room must ensure accessibility without compromising aesthetics, with pathways, furnishings, and functions compliant with major regulations. The project should propose ergonomic and intuitive solutions integrated into a coherent and contemporary formal language.
5. **Wellness Room** – A room conceived as an environment for psychophysical regeneration, through the combined use of natural materials, scenographic lighting, and micro-wellness functionalities (aroma, sound, chromotherapy, mini-spa). The design should promote calm, balance, and decompression, integrating elements aimed at reducing sensory stress.
6. **Urban Living Room** – A type designed for metropolitan contexts and hybrid stays between work, leisure, and daily life. The project should enhance flexibility and multifunctionality through modular furniture and transformable solutions. Central is the ability to meet dynamic needs while maintaining order, comfort, and aesthetic quality.
7. **Concept / Storytelling Room** – A category focused on creating a strong and distinctive design narrative, readable through material, color, and spatial choices. The project must tell a coherent story, recognizable to the guest in every detail.
8. **Emotional / Sensorial Room** – An environment designed to create an immersive experience through light, color, texture, sound, and perceptual dynamics. The room should generate a clear emotional impact and work on multisensory synergies that amplify the guest experience.
9. **Outdoor Experience Room** – A category dedicated to projects that functionally integrate the outdoor experience. The concept should create continuity between interior and exterior through views, filtering elements, controlled privacy, and solutions for relaxation and connection with nature.
10. **Pet-Friendly Room** – A room designed for guests with pets, with functional, durable solutions integrated into the overall design. Resistant materials, dedicated areas, and systems that facilitate order, cleanliness, and safety must be provided.



4. Participants and Eligibility Requirements

The following may participate:

- Architects
- Interior designers
- Design studios
- Young professionals and multidisciplinary teams

Not eligible:

- Non-graduated students
- Employees or direct collaborators of Teamwork Hospitality or the partner organizing entities
- Jury members or their direct collaborators

Participation is **free** of charge.

5. How to Participate

Registration must be completed by filling out the online application form at:
www.hoteldesignerawards.it

Once registration is completed via the online form, participants will receive a confirmation email containing a reserved **WeTransfer link**, through which all required materials can be uploaded. There is no file size limit for uploads, and uploading can only be done through the provided link. The required deliverables are listed in point 6.

6. Required Deliverables

Each project must include the following digital materials:

1. **Floor plan layout at 1:50 scale** (room + bathroom)
2. **4–5 photorealistic renders** of the room and bathroom and/or any videos
3. **Descriptive report** (max 2,000 characters)
concise text presenting the overall design vision, illustrating the concept, compositional logic, material and technological choices, and consistency with the chosen category.
4. **List of technical brands** involved in the concept (optional)

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7. Anonymity Clause

Projects must be submitted in a completely **anonymous form**.

No direct or indirect references to the firm, the designer, the working team or any brand partners involved may appear on any document or material.

The organizing committee will ensure anonymous handling of all materials and their presentation to the jury without any elements that could identify the authors.

Any breach of this clause will result in immediate **disqualification** from the competition.

8. Evaluation Criteria

Projects will be evaluated by a jury of 14 experts from the hotel industry, design and communication fields.

The evaluation criteria are:

1. Originality and consistency with the chosen category
2. Aesthetic and narrative quality of the project
3. Technological and material innovation
4. Functionality, comfort and usability of the space
5. Sustainability and conceptual feasibility

The jury may award **special mentions** for innovation, sustainability and storytelling.

The decisions of the jury are **final and not subject to appeal**.

The 30 finalist projects will be selected by the jury according to the criteria indicated in the previous section.

The following benefits will be granted to the finalists:

- Official **exhibition of the projects** during the thirteenth edition of Hospitality Day, on 13 October 2026.
- **Presentation of the projects** to the public and hospitality industry professionals.
- **Publication of the finalist projects** on the official website and digital channels of Teamwork Hospitality.
- **Inclusion in a dedicated publication** distributed within the hospitality sector.

Each winner is guaranteed a ticket to ITHIC 2026.



9. Schedule

Opening of registrations – December 2025

Closing of registrations and project submission – by 31 May 2026

Jury meeting and selection of finalists – June 2026

Announcement of finalists – 10 July 2026

Announcement of winners and awards ceremony – 13 October 2026, Hospitality Day Rimini

The organizers reserve the right to modify the schedule for organizational reasons, providing timely notice to participants.

10. Rights and Use of Materials

Participants guarantee the originality of their works and declare that they hold all related rights.

Teamwork Hospitality may use the submitted materials **exclusively** for the purposes of communication, promotion and cultural dissemination of the award.

The author will be credited after the conclusion of the competition and the publication of the results.

Materials will not be returned.

11. Acceptance of the Rules

Participation implies full acceptance of these rules and all related clauses.

The organizers reserve the right to make changes for technical or organizational reasons, while ensuring transparency and equal treatment.

12. Contacts

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