



ACCOR Design Awards
Edition 2022

Award presentation

Founded by Accor in 2016, the **Accor Design Awards** are a **worldwide competition** dedicated to architecture and interior design students across the globe.

Every year, ACCOR selects design schools from around the world and provides their students with a Brief that outlines the year's competition theme. Once submitted, Accor's global **Design & Technical Services** teams select a shortlist of the students with the top projects. These students are then invited to Sequana in Paris for the final competition round.

During an official ceremony with the Design & Technical Services, Talent & Culture, and Global Marketing teams, a jury of senior Accor representatives and an **internationally renowned Designer**, deliberate and award the top three projects.





We believe in new talents

ACCOR's strategy is to take an active part in **the future of hospitality design** and to be visionary when it comes to guest's expectations around lifestyle, sustainability and wellness.

ACCOR DESIGN AWARDS represent an unique opportunity for ACCOR to **re-imagine the hospitality of tomorrow**. They are a chance to discover new talent and trends by exploring each schools' unique vision. Every year students push the boundaries of hospitality design and provide **a fresh outlook on our industry**.

The awards are an opportunity for ACCOR to gain brand visibility and an opportunity to provide a clear message of innovation to the world.

Student's visibility platform

For students and schools, the ACCOR DESIGN AWARDS represent the possibility to work on a **real-life project**, in an operational case study. The students compete with other schools and other cultures, and are mentored by key actors in the hospitality market. Students are able to **build a network** and have the first taste of the professional world. The awards are an opportunity to actively **participate in tomorrow's hospitality** and every so often see their projects brought to life in real hotels.



Past editions round-up



Accor Design Awards 2016

IBIS
Imagining tomorrow's room

Head Judge: Damien PERROT



Accor Design Awards 2017

NOVOTEL
Multi-functional guestroom

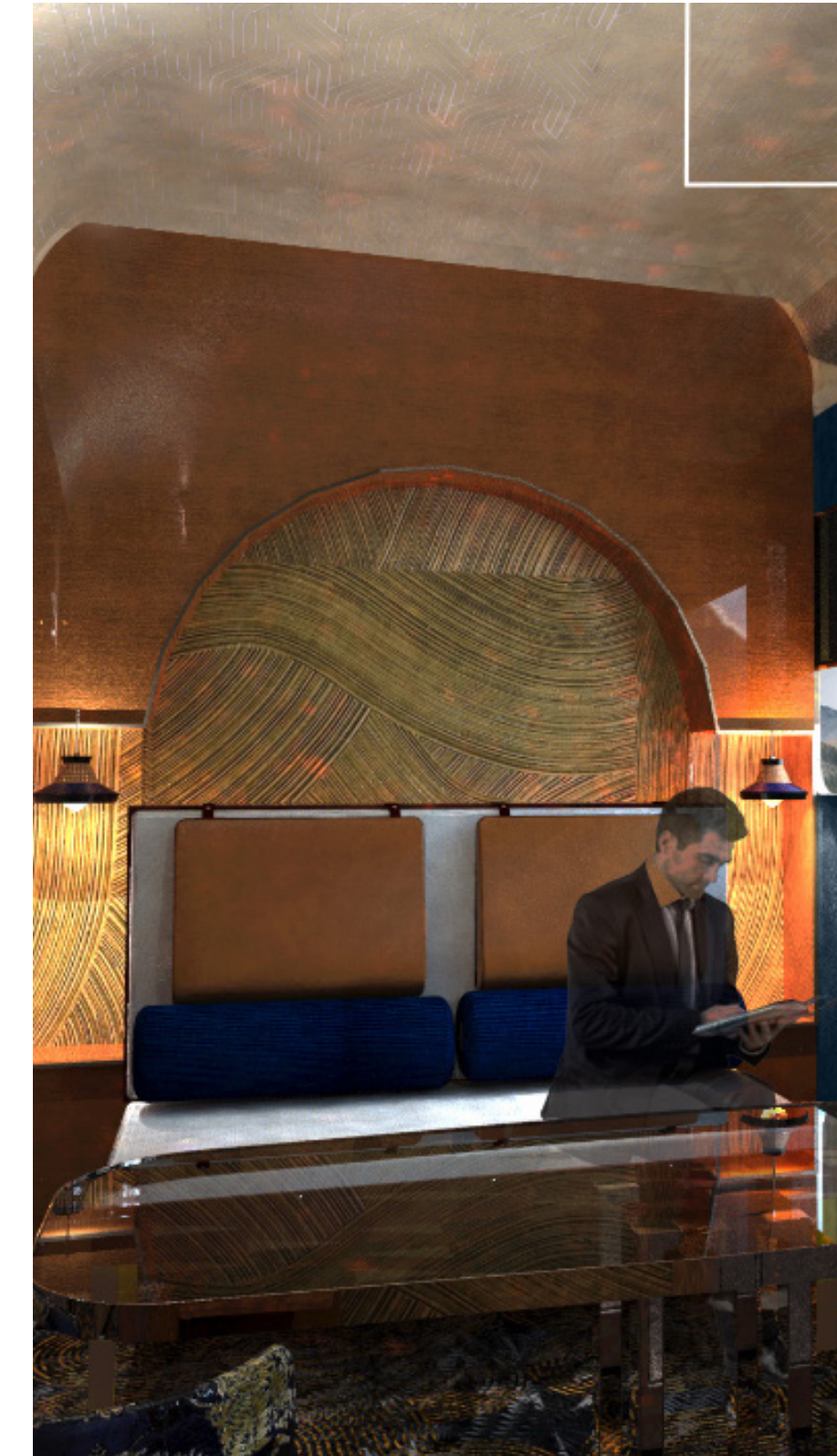
Head Judge: Damien PERROT



Accor Design Awards 2019

SO/
Re-inventing the Junior Suite

Head judge – Ramy FISCHLER



Accor Design Awards 2020

ORIENT_EXPRESS
Re-interpret OE sleeping coaches

Head judge - Tristan AUER



Accor Design Awards 2021

HOSPITALITY OF TOMORROW
Redefining services & UX

Head judge - Beth CAMPBELL



design brief

ADA's Design Manifesto

We believe that Interior Designers aren't decorators but strategists that understand today's Lifestyle trends and are capable of translating them into space.





Today's urban complexity...

We spend an average of 69 minutes a day, 6 hours a week or 11 days a year in transport; coupled with noise and smell, it is one of the factors causing **complexity in managing personal and professional life**.

Transport, pollution and stress are examples of the many factors causing **problems for our health and safety**.

The health crisis is affecting **the world today and tomorrow**.

Many **changes in the way we live** have already occurred, and many new ones will occur. These changes create many **new challenges** for the way we live.

Travel, work, socialisation are examples of issues impacted by this crisis

...needs to be simplified

Family life, friends, passions. Today, we want better use of our time to *increase our quality of life*





The 15 minutes city : return to the local way of life

The 15-minute city is a residential urban concept in which **all city residents are able to meet most of their needs within a short walk or bicycle ride from their homes.** The concept was popularized by Mayor Anne Hidalgo of Paris, who was in turn inspired by French-Colombian scientist Carlos Moreno.

Described as a **return to a local way of life**, 15-minute cities are built from a series of 15-minute neighborhoods, which also known as complete communities or walkable neighborhoods.

In response to the urban effects of both the climate and **COVID-19** crises, the consideration and implementation of the 15-minute city has rapidly increased.

In July 2020, the C40 Cities Climate Leadership Group published a framework for cities to «**build back better**» with the 15-minute concept. The group specifically referred to plans implemented in Milan, Madrid, Edinburgh and Seattle following COVID-19 outbreaks.

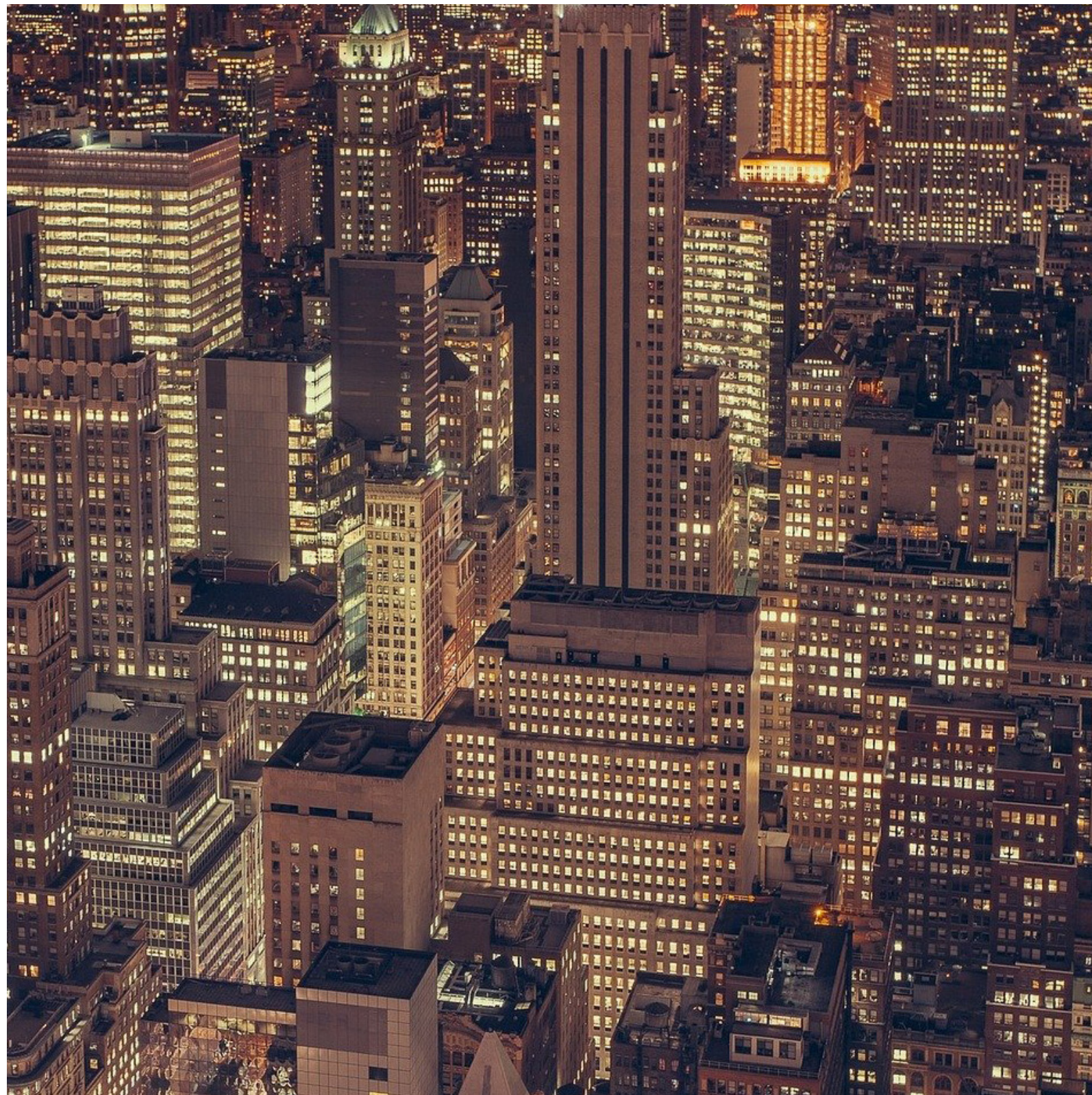
ACCOR neighborhood's role

At Accor, we believe that our hotels have a role to play in **improving the working, living and community conditions** in their respective neighbourhoods.





Imagine ACCOR new DAY TO DAY GATHERING opportunities 15 minutes away FROM HOME



Brief Step 1

For this year's ACCOR DESIGN AWARDS you will choose a hotel and a target guest profile in a neighborhood that is well known to you and therefore straightforward to conduct **research** on.

The selected hotel should provide the following:

- a location that is strategic in determining the **day-to-day gathering needs of its surrounding neighbors**
- a hotel brand and segment (luxury, midscale, economy, etc.) that is suitable to achieving the **15-minute city concept**



Possible examples of hotel neighbor's gathering needs

- 1st dinner with your future in-laws
- Heavy metal jam sessions with your bros
- Pijama Party for your 10 yo daughter
- Private Studios for your Therapy Sessions
- Social Media Recording Studio
- Urban Farm for your delicacies
- Cooking Lessons
- Watching a movie with your whole family from bed
- Watching a movie with your friends from a rooftop pool
- Brunch with coworkers from a rooftop



Brief step 2

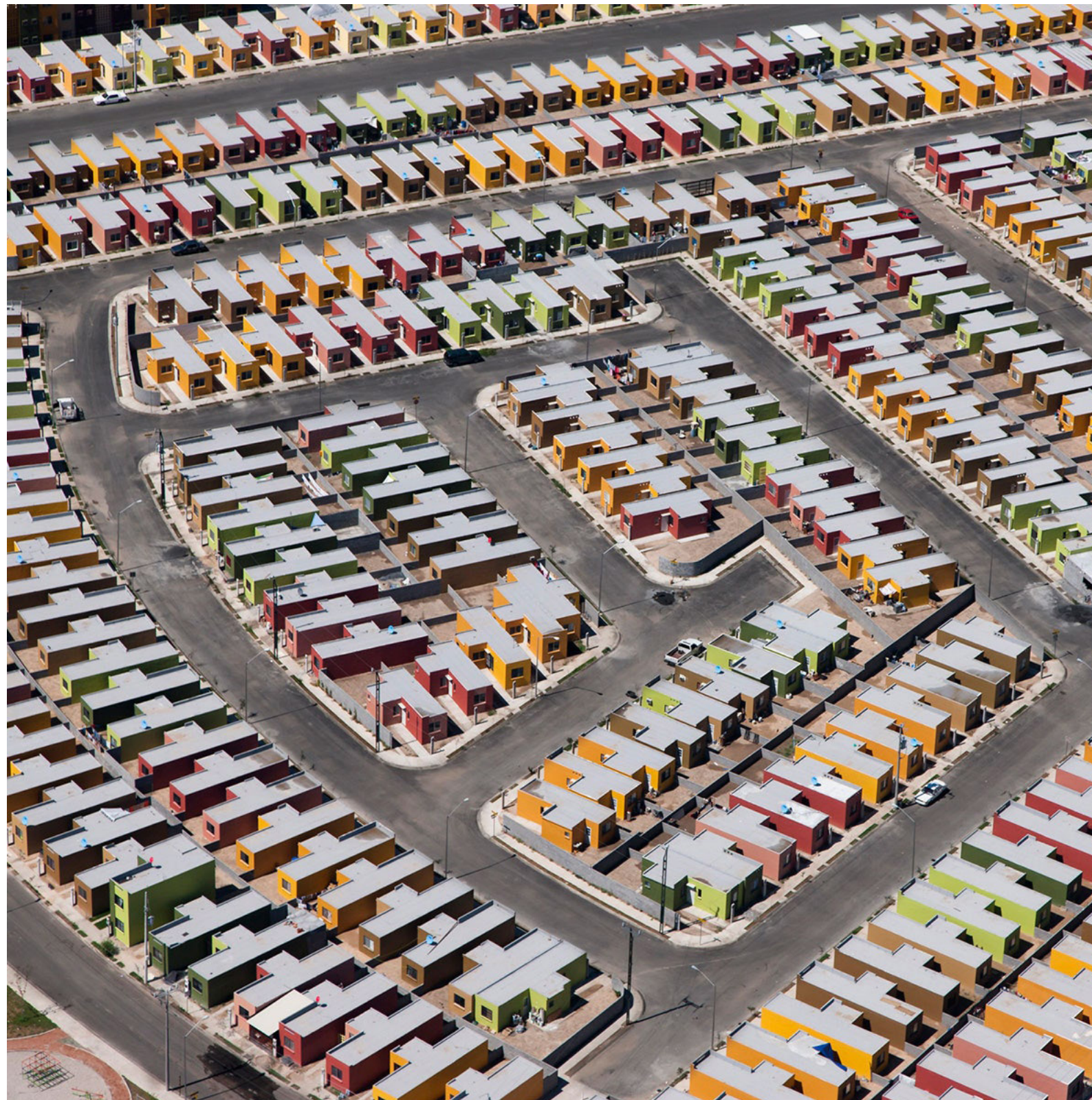
Once you have chosen your hotel and target guest profile, you will to do the following:

- Identify an area or zone within the hotel that you will improve/transform in order to offer a new experience that reacts to the hotel neighbor's gathering needs.

The goal is to improve and enhance the use and efficiency of a hotel space that could be underutilized or rendered obsolete as people's lifestyle habits evolve following the COVID-19 pandemic.



competition rules



ACCOR & School Teaming Up

This competition belongs to each Design School's Curriculum and their design outcomes will certainly be the result of the student's creativity and the professor's guidance.

A briefing session of approximately 45 minutes will be provided to each school by the Accor Design Team. This session will conceptually frame the competition and provide an overview of the Accor Design Awards online competition platform. It is the responsibility of each school to organize the timing of the session with the Accor Design Teams at the start of the semester.

Following the briefing session, students will be split into groups of up to 3 people max.

ACCOR Design Teams, both Global and Local, will offer digital interim critiques, online question sessions and access to select hotel's General Manager if possible.

ACCOR will not provide hotel technical drawings as proposals will analyze many different hotels. We encourage students to focus on developing their conceptual ideas rather than trying to achieve perfectly accurate technical drawings.

1st qualifying round

THE DOCUMENT

An A3 pdf format presentation file of 8 sheets organized as described below:

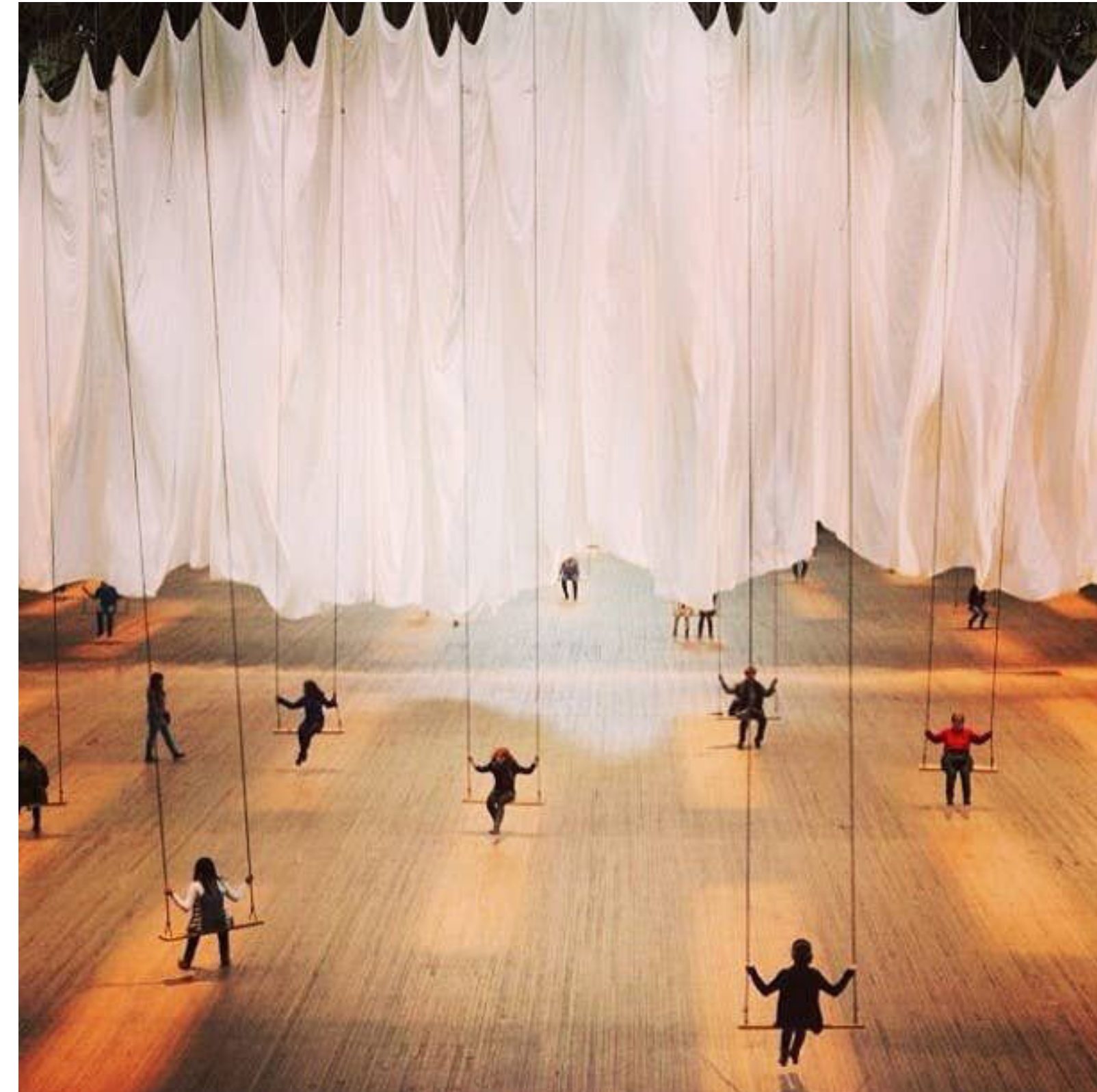
Page 1	Title of the project & Presentation visual
Page 2	Location choice with explanations & Concept Philosophy.
Page 3	Mood board with Materials & Finishes
Page 4	Axonometric view Plans
Page 5 to 7	3D Views
Page 8	Project review

THE VIDEO

A 2 - 5 minute explanation video in *.mp4 format to guide the jury through your project.

THE RESEARCH FILES (OPTIONAL)

A *.pdf file compiling your research, sketches, studies and inspiration. This file can contain as many sheets as you like and must be provided in either A4 or A3 format.





2nd Shortlisted round

All projects submitted in the first round will undergo a jury pre-selection process to determine a shortlist of the top 10 finalists. Then they **will be teamed up with 10 previously selected hospitality schools**. These teams will continue their projects and develop the following additional documentation:

The 5 Minute Video

This 5 minute video is an evolution of the project concept and will include 3D walkthroughs, advertising material, and an in-depth explanation of the concept. Students are encouraged to provide additional content that they feel could lead to being awarded a top prize.

The 1 Minute Advertorial Video

This 1 minute video is a condensed version of the 5 minute video that summarizes the concept in a beautiful and succinct way. This video will be used in the voting for the People's Choice awards via the online voting platform.

The student's collaboration with the selected hospitality schools will **test the concept operationally and will help to improve its overall usability and feasibility**.

Schedule

September 1ST

Beginning of this year's Accor Design Awards

January 14TH (before midnight paris time)

End of submissions for the first qualifying round

February 11th

Announcement of the 10 shortlisted proposals selected to move to the next round

February 18th

Announcement of the student project and hospitality school team pairings

May 6th (before midnight paris time)

End of submissions for the second shortlisted round

June 3rd (time to be determined)

Award Ceremony (digital or at ACCOR HQ, still TBD)



Where to Submit

<https://ada.awardsplatform.com/>

STEP 1

Create one account per group

STEP 2

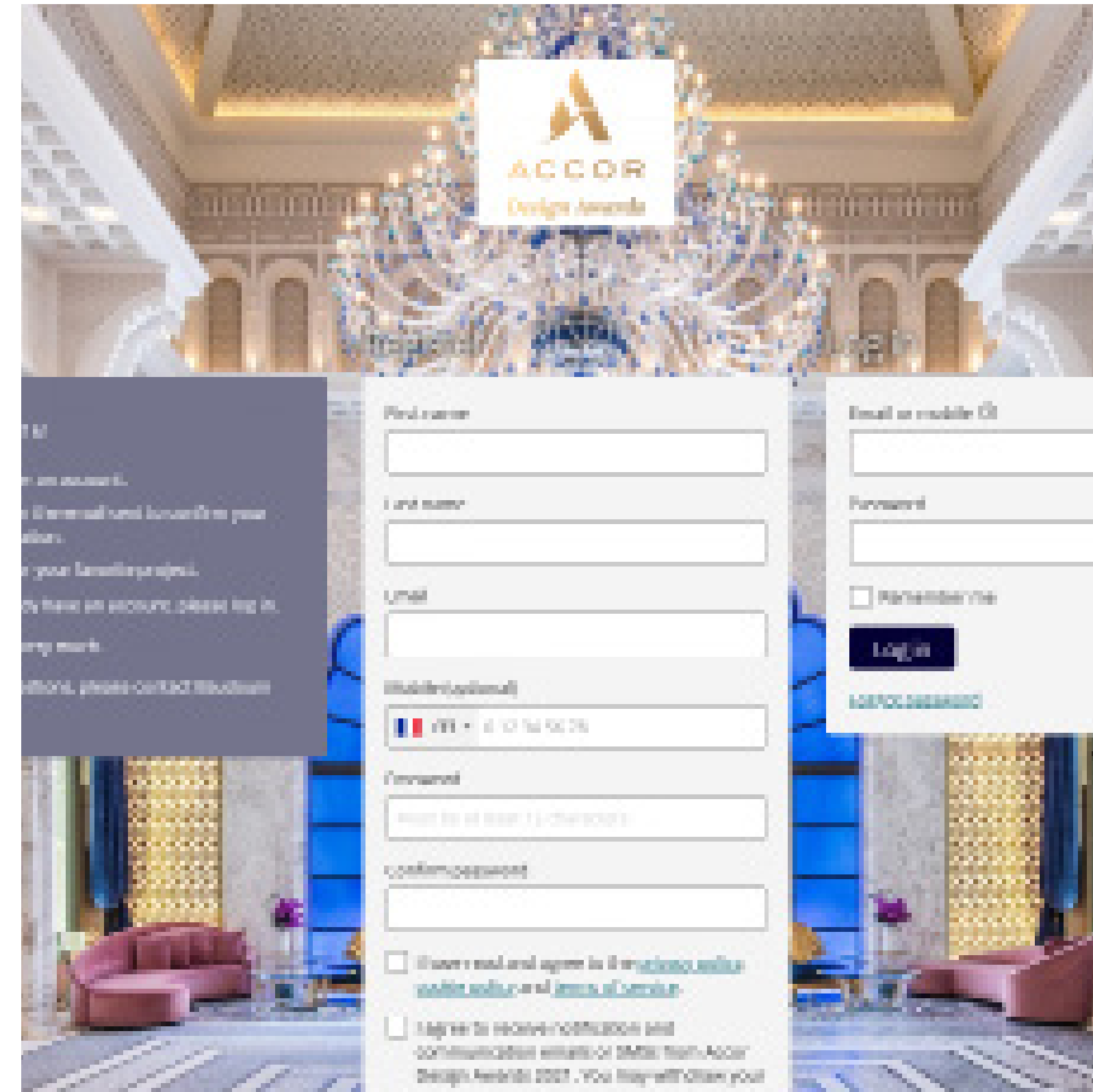
Go to My Entries - Start Entry

STEP 3

Upload your deliverables

STEP 4

Make sure to save and validate your entry when you finished uploading your files



The screenshot shows the login interface of the Accor Design Awards platform. At the top, there is a large, ornate chandelier in a grand hall, with the Accor Design Awards logo centered over it. Below the image, the login form is divided into three main sections. On the left, there is a dark grey box with white text that reads: "If you are an existing user, please log in. If you are a new user, please click on the 'Sign Up' button to create your account. If you have forgotten your password, please click on the 'Forgot Password' button." The middle section contains the following fields: "First name" (text input), "Last name" (text input), "Email" (text input), "Mobile (optional)" (text input with a dropdown menu showing "FR" and "00 33 1 42 14 14 14"), "Password" (text input with a strength indicator), and "Confirm password" (text input). Below these fields are two checkboxes: "I have read and agree to the [Terms and Conditions](#)" and "I agree to receive notification and communication emails or SMS from Accor Design Awards 2022. You may opt-out from your account settings at any time." The right section contains the "Email or mobile ID" (text input), "Password" (text input), a "Remember me" checkbox, a "Login" button, and a "Forgot Password" link. The background of the page features a modern interior with a red sofa and a blue wall.



JURY

HEAD JUDGE:
Tristan du PLESSIS
Tristan Plessis Studio

EXTERNAL JUDGE:
Xavier TORRAS,
Brand Communication Director, ROCA

MEDIA JUDGE:
Hamish KILBURN
Editor of Hotel Designs

ACCOR JUDGES:
Several Leadership members
Damien PERROT, Federico TORESI &
Bittor SANCHEZ MONASTERIO
ACCOR Design Solutions

Several Members along the world
ACCOR Design & Technical Services





Selection Criteria

Response to the Brief & Philosophy

Innovation & Challenge of the Status Quo

Identity & Individuality

Guest Experience & Memorable Moments

Clear Evidence of Social, Economic and Environmental
Responsibility

Feasibility: Real Integration into the Hospitality Industry

Prizes

1ST PRIZE

2-week internship at Tristan Plessis Studio
in Cape Town, SOUTH AFRICA

2ND PRIZE

2-week internship at ACCOR D&TS Office
in Paris, FRANCE or at Local Hub of your choice

3RD PRIZE

2-week internship at Roca Gallery in Barcelona, SPAIN
or at Laufen Spaces available of your choice.

POPULAR VOTE PRIZE

5 minute editorial interview with Hotel Designs

ALL WINNERS (1ST, 2ND, 3RD & POPULAR VOTE)

All winning proposals will be displayed at ACCOR Social
Media Networks as well as Hotel Designs Forum and other
media partners

** Specific intern locations, accommodation and
transportation contributions are still to be defined within
the next two months.*



