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NOVOTEL LAUNCHES NEW ERA OF DESIGN WITH A GLOBAL MIX OF LEADING DESIGNERS AND NON-STANDARDIZED STYLE

Novotel, a beloved midscale hospitality brand, is pleased to announce that it has teamed with four international design teams to bring the brand's new vision of modern, 21st century style to the world. Following an intense worldwide design pitch, Novotel chose four winning concepts that will be brought to life at Novotel locations around the globe, shifting Novotel from a standardized brand to a hospitality leader in the midscale hotel space. By choosing four distinct concepts, Novotel will provide flexibility to its owning and franchisee partners, allowing each to choose and customize an ideal style that best suits the unique character of the destination.

"Novotel has embraced a new vision in terms of hotel design," said Nadège Keryhuel, Vice President, Novotel Brand. "We are excited to work with four outstanding design teams, who will help us creatively transform our hotels through a set of distinct visions of modern, premium hospitality. Our goal is to achieve a signature hotel experience, without standardization, from check-in to check-out – a major evolution for the brand and a leading approach in the midscale segment."

The brand's new design partners exhibit a strong vision on the evolution of societal behaviour and recent consumer trends across Europe, Latin America, Middle East, and Asia. During the new design strategy's global call to action, design teams were invited to submit concepts that included a lively social hub that would appeal to locals as well as guests; and a modern, intuitive and ageless design that incorporates high-quality, sustainable materials. The winning concepts will now be brought to life, not only in the rooms, but also within hotel common areas such as the social hub, fitness spaces and spas - ensuring that every moment at a Novotel is designed with purpose and for maximum guest enjoyment.

Press release





Left: Concept Room Design by RF Studio



Right: Novotel Phuket Naiharn Room Rendering (Hypothesis concept)

The design teams and their winning submissions include:

- **RF Studio:** adaptable, sustainable, easy to renovate, this concept delivers a homey feeling and unexpected atmosphere; guests are encouraged to discover a new way of hotel living and feel like they are at the heart of a village.
- **Metro:** modelled around Novotel's of 'Time is on your side', this modern design concept features natural tones and raw materials, inviting guests to enjoy a multifunctional and flexible space that evolves throughout the day.
- **Sundukovy Sisters:** This concept blends business with pleasure and mixes well-being among unique 'co-living' spaces that embrace lively, social surroundings, current trends and timeless comforts.
- **Hypothesis:** With a focus on reducing not only physical waste, but also reducing wasted space and time, this design concept allows guests to achieve the balance they seek during their stay.

“Novotel is endowed with strong brand characteristics and a history of innovation and excellence within the global hospitality industry. We were inspired to build upon these strengths, with the goal of continuing to offer the best guest experience amid the evolving expectations of locals and international travellers alike,” said Damien Perrot, Global Senior Vice President of Design at Accor. *“We pushed the boundaries to conceive modern, intuitive design ideas, where the way we organize the space, the decor and every single object or element serves a specific purpose. All the chosen designs responded to this request brilliantly, allowing us to re-interpret the way we design Novotel hotels around the world. We look forward to writing the next chapter in the brand's acclaimed success story and to taking Novotel to new heights in the years to come.”*

“At Novotel, we are always looking to innovate and to find new ways to enhance the guest experience, so we're delighted to enter a new era of our design strategy and look forward to seeing it come to life in our locations around the world,” added Nadege Keryhuel.

Over the next several years, guests can expect to see these new designs appearing at a number of Novotel locations worldwide. Highlights include: Novotel Phuket Naiharn (*Hypothesis*), Novotel Johor Bahru City Center (*Hypothesis*), Novotel Moscow Comcity (*Sundukovy Sisters*), Novotel Lviv Centre (*Hypothesis*), Novotel BH Savassi (*Metro*), Novotel Canela (*RF Studio*), Novotel Victoria Island Lagos (*Sundukovy Sisters*), Novotel Kinshasa (*Metro*), Novotel Vladivostok (*Metro*), Novotel Mexico City Insurgentes WTC (*Sundukovy Sisters*), Novotel Criciúma (*Metro*) and Novotel St Petersburg Airport (*Sundukovy Sisters*), among many more.

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About Novotel

Novotel Hotels, Suites & Resorts offers destination hotels designed as comforting and energizing places where guests can 'press pause' and take time to enjoy the moments that really matter. The brand's wide array of hotels, suites and resorts offer a multitude of services for business and leisure guests alike, including spacious, modular rooms with natural and intuitive design; 24/7 catering with nutritious choices; dedicated meeting spaces; attentive and proactive staff; family zones for the youngest guests; multi-purpose lobbies; and accessible fitness centers. Novotel, which has over 530 locations in more than 60 countries is part of Accor, a world leading hospitality group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries.

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About Accor

Accor is a world leading hospitality Group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries. The Group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique Lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Over 68 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily Lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

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