

**Looking into the future: Design Hotels™ Future Forum 2008 in Berlin under the motto
"Human Design"**

Design Hotels™ is a trademark of Design Hotels AG. The company represents and markets a selection of over 170 private hotels in 41 countries. The service portfolio includes worldwide marketing and sales activities and consulting right from the planning phase. The company was founded in 1993. Its headquarters are in Berlin with other offices in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth. The Design Hotels™ range stands for a creative understanding of the modern hotel trade and individual customer orientation. The member hotels offer their guests unique experiences and inspiration with high-quality architecture, intelligent design and local color. Design Hotels™ acts as a mediator between the hotelier and the cosmopolitan traveler.

Under the motto "Human Design", Design Hotels™ presented the annual "Future Forum" architecture and design symposium in October. The goal of the forum is to bring together people from the hotel trade with creative heads from the worlds of art, design and architecture in order to discuss visions and trends in the hotel industry. This year, the Future Forum highlighted the relationship between people and design. This subject was discussed in the context of two design developments: On the one hand, design appeals to the human need for identity, uniqueness, status and luxury ("Design as Art"). On the other, design is increasingly also about sustainability and social responsibility ("Conscious Design").