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**THE FOURTH ANNUAL RADICAL INNOVATION COMPETITION MOVES TO
HD EXPO SHOW IN LAS VEGAS ON MAY 19, 2010**

*Entries are being accepted for this cutting-edge hospitality design contest through
April 1, 2010 and contestants will vie for a \$10,000 grand prize*

(ATLANTA, GA; January 21, 2010)—Calling all hospitality design visionaries! The fourth annual **Radical Innovation in Hospitality** competition is coming to Las Vegas on May 19, 2010. Traditionally held during HD Boutique in Miami Beach, this interactive design competition will now take place during the 2010 **Hospitality Design Exposition & Conference (HD Expo)** at the Sands Expo and Convention Center, where the world's most influential hospitality design manufacturers and project teams for international hotels and restaurants converge. In true Vegas-style, the stakes for this year's competition are high with a \$10,000 grand prize. It's not too late to submit: **entries are being accepted through April 1, 2010.**

"Innovation is the currency of growth and through Radical Innovation in Hospitality, we seek to discover, identify, and explore radically innovative concepts—including those which may already be open to the public, are in development, or on the drawing boards—and provide a platform for new ideas and innovation in hospitality," says Michelle Finn, vice president of the Hospitality Design Group. "We are excited to see design concepts that give us a glimpse of what the future might hold and who will take home the grand prize."

Co-founded by The John Hardy Group and *Hospitality Design* magazine, the Radical Innovation in Hospitality competition recognizes ingenuity in built or unbuilt hospitality concepts with past winners including Pixel Hotel—a collection of six suites throughout Linz, Austria repurposing the city's signature industrial spaces and one-of-a-kind places, including a floating tugboat; The Rig Hotel—a conceptual Gulf of Mexico Oil Rig Platform Resort Spa & Aquatic

Adventure project; and Poseidon Undersea Resorts—the world’s first luxury undersea eco-resort in Fiji.

“Now, more than ever, innovation is going to be the key to shaping a sustainable future for the hospitality design industry,” says John Hardy, president and CEO of The John Hardy Group. “As the economy begins its recovery this year, companies will be looking for creative new ways to be financially and environmentally responsible, while delivering unique and memorable hospitality experiences. Radical Innovation will offer a launching pad for innovative designers to start the conversation and connect with the brands who can bring their visions to life.”

Entries are welcome from individual designers, design teams, brands, and design students across the globe and will be judged by a jury of top hospitality development experts, investors, and industry insiders. The top two most radically innovative entries will be announced in mid-April 2010 and finalists will be invited to attend HD Expo, complete with airfare and accommodations. On May 19, 2010, the finalists will describe their concepts in-depth and explore project merits with the jury before opening up the final vote to attendees, who will cast their votes in *real-time* to determine the \$10,000 grand-prize winner. Entry forms and competition details are available online at: www.radicalinnovationinhospitality.com.

Details on the competition

Criteria for entry:

- ✓ Concept (built or unbuilt) must be truly innovative and offer the market something that is not currently available widely, or does not yet exist
- ✓ Concept must include guestrooms/suites and lobby/public areas. Including food and beverage facilities and other amenities is optional, but recommended
- ✓ Concept may be branded or unbranded
- ✓ All hospitality project types are eligible, but must provide an experience not yet available, or widely available, in its category
- ✓ Entries must follow submission requirements, using entry form provided
- ✓ A \$100 entry fee is required for each entry: no entry fee for students
- ✓ Multiple entries by a single entrant (or company) are permitted
- ✓ *Hospitality Design* reserves the right to publish selected entries in print and online, and showcase the winners in an educational format at HD Expo 2010 in Las Vegas

Deadline to enter:

April 1, 2010

Jurors:

- ✓ Claude Amar | president | The John Hardy Group International
- ✓ John Hardy | president and CEO | The John Hardy Group International
- ✓ Michael Medzgian | chairman and managing partner | Watermark Capital Partners

- ✓ Jena Thornton, LEED AP | vice president hotels | Kennedy Associates Real Estate Counsel, LP
- ✓ Simon Turner | president, global development | Starwood Hotels & Resorts
- ✓ James Woods | managing partner | Keen Partners

Hospitality Design Exposition & Conference (HD Expo) is presented by the Hospitality Design Group, part of Nielsen Expositions, which also produces HD Boutique in Miami Beach, September 13-14, 2010. Also this year, *Hospitality Design magazine* presents **Hospitality Design Green Day (HD Green Day)** co-located at HD Expo in Las Vegas and **Hospitality Design Summit (HD Summit)** in Pebble Beach, CA. HD Expo is presented in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID), and NEWH, Inc. – The Hospitality Industry Network. For more information, please visit www.hdexpo.com.

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**FOR MORE INFORMATION, PLEASE CONTACT
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