

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN

AND THE WINNERS ARE....

AHEAD EUROPE 2021 – 19th November 2021



19th November 2021 - Europe:

AHEAD, the Awards for Hospitality Experience and Design, has revealed its winners for its Europe 2021 edition during a live award ceremony at Evolution, London on the 19th November, welcoming our community of A-list designers, developers and operators for an industry reunion.

In keeping with the annual dress code of 'Black Tie With A Twist', this year's ceremony was inspired by the New Romantics of the 1980s. This subcultural shift was brought to life with music, graphics and set design influenced by an eclectic era of experimentation.

Guests showed off their best 'Blitz Kid Black Tie' theme inspired outfits which brought the venue to life while the best projects around Europe were showcased during this unforgettable event.

The big winner of the night was the NoMad London which won five awards; "Event Spaces", "Hotel Conversion", "Lobby and Public Spaces", "Restaurant" and the prestigious AHEAD Europe "Hotel of the Year".

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN

Here is the full list of winners:



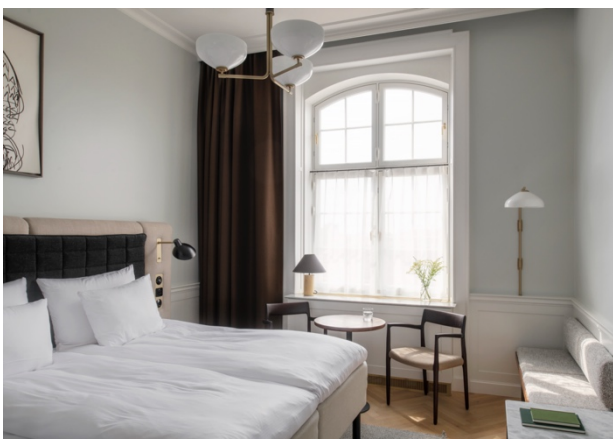
Bar, Club or Lounge
The Fife Arms Hotel – Bertie's Bar
United Kingdom

Bertie's Bar offers a "true guest experience" with "no detail left aside, from the personalised whiskey bottle to the logo and bill slip." The glamorous whiskey bar, named in King Edward VII's honour, emulates storytelling through its authentic design.



Event Spaces
NoMad London
United Kingdom

The judges were impressed by the unique style of this event space. The setting and design radiates a "transportive, dramatic, bold" atmosphere which answers to the "new customer experience." The judges were particularly impressed with the painting as they described it as "exceptional", "spectacular" and "breathtaking"



Guestrooms
Villa Copenhagen
Denmark

"Calm, elegant and beautifully designed", the Villa Copenhagen emits a calming and clean aesthetic through it's "effortless and exquisite" design. The historic building perfectly incorporates its new, modern architecture with features from the old 1912 head post office.

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN



Hotel Conversion
NoMad London
United Kingdom

The NoMad London converted the historic, grade II-listed building known as The Bow Street Magistrates' Court and Police Station into a fully functional, beautifully designed hotel. "Complex works went into turning this exceptional building into a highly functional hotel", said the judges.



Hotel Newbuild
Hotel Milla Montis
Italy

"Fantastic architecture to which sings out to the mountains and landscape," Hotel Milla Montis' innovative design was led by Peter Pichler Architektur. The judging panel described this unique newbuild as "an unbelievable piece of architecture which blends in with nature together with an impeccable modern interpretation of the traditional mountain chalet."



Hotel Renovation & Restoration
OKU Ibiza
Spain

A stylish hotel with a nature-inspired design, the OKU Ibiza is "excellent and incredibly consistent in its clear, contemporary language." Away from the huge Ibiza crowds, this resort offers a laidback and luxurious ambience to guests due to its "beautifully set and adapted" surroundings.

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN



Landscaping & Outdoor Spaces
Six Senses Ibiza
Spain

The judges praised the “excellent use of the landscape” and focus on “sustainability” by blending the design into the landscape through its clever use of carefully selected colors. The project has set the bar for future projects due to its environmentally friendly approach.



Lobby & Public Spaces
NoMad London
United Kingdom

NoMad London’s utilisation of space in and around the hotel was praised by the judges as it “gives a proper guest journey of discovery with strong individual spaces leading to one another.” Every space is “well used and dedicated” whether it’s in the library, concierge or reception, guests will have a sense of anticipation when entering the NoMad’s lobby and public spaces.



Lodges, Cabins and Tented Camps
Casa Ojala
Italy

The luxury cabin offers a “360 guest experience in glamping” with a “true connection with nature”. The judges were left “fascinated” and “impressed” with the unique concept that allows guests to control their comfort and privacy at the pull of a cord.

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN



Resort
CERVO Mountain Resort
Switzerland

“Quirky, responsible and nestling beautifully in its landscape”, the judges concluded that the resort, developed within the Alps, offers “a different type of luxury” which focuses on sustainability and a connection with nature.



Restaurant
NoMad London
United Kingdom

As soon as diners walk into the landscaped atrium, they are met by a towering glass ceiling which floods the dining area with natural light. The judges complimented the restaurants “clever use of space which gives guests a great arrival experience.”



Spa and Wellness
Six Senses Ibiza
Spain

The earthy and warm colours are a consistent feature in Six Senses Ibiza. The judges complimented this “great project” due to the design’s holistic approach to wellbeing, as well as its “calming and soothing” concept and alchemy bar which draws guests into the experience.

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN



Suite

Ekies All Senses Resort – Herbs Villa
Greece

The Herb Villa embodies everything that Ekies has to offer to its guests. The suite has an interesting mix between “local and contemporary, texture and architectural elements,” a combination that the judges describe as “original” and “authentic”.



New Concept

Pater Noster Lighthouse
Sweden

Home to the famous Pater Noster Lighthouse, this remote resort can be found on the Hamneskar island. The design agency, Stylt, converted the historic lighthouse on the rocky isle into a hotel which combines Sweden's nautical beauty and unique surroundings. This rare concept was defined as “exceptional” by our judges.



Visual Identity

The Fife Arms Hotel
United Kingdom

A “stunning sense of place through colour tone and iconography that seamlessly relates to the holistic design approach”, The Fife Arms Hotel shows a great balance between “history of the place and the interior design concept” through its playful yet classical approach. The judges felt that the “execution was spot on” and “beautifully crafted.”

AHEAD

AWARDS FOR HOSPITALITY
EXPERIENCE AND DESIGN



AHEAD Europe 2021 HOTY NoMad London United Kingdom

“A standout project overall,” the NoMad London was a favourite among the judges. Described as an “enchanted conversion piecing together incredible architecture” and “the most comprehensively impressive project”, the NoMad London is the winner of the illustrious AHEAD Europe 2021 HOTY Award.

ABOUT AHEAD

AHEAD celebrates the relentless pursuit of the exceptional in the hospitality industry. The awards recognise design in all its forms, and the guest experiences created in hospitality projects worldwide. Hosted by Sleeper, AHEAD comprises four annual, regional awards schemes run over a two-year period, culminating in a global biennale.
www.aheadawards.com

ABOUT SLEEPER

Sleeper is the leading magazine for hotel design, development, and architecture. Published six times per year, it features unrivalled coverage of the latest projects, products, practices, and people shaping the industry. Its core circulation encompasses all those involved in the creation of new hotels, from owners, operators, developers and investors to interior designers, architects, procurement companies and hotel groups. www.sleepermagazine.com

PRESS ENQUIRIES

Kai Dowling | k.dowling@mondiale.co.uk | +44 (0)7745 350716