

DESIGN HOTELS™ PRESS RELEASE



Design Hotels™ welcomes first Dubai-based member Form Hotel opening May 2018

Berlin, April 19, 2018 – Opening May 2018 in the heart of Dubai’s Culture Village, Form Hotel will bring a unique and uncharted design concept to the UAE. The flagship property of Smartotels Hospitality and the first hotel in the region to join the Design Hotels™ Community, Form Hotel will merge an emphasis on wellbeing with a carefully curated design concept that will appeal to business and leisure travelers alike.

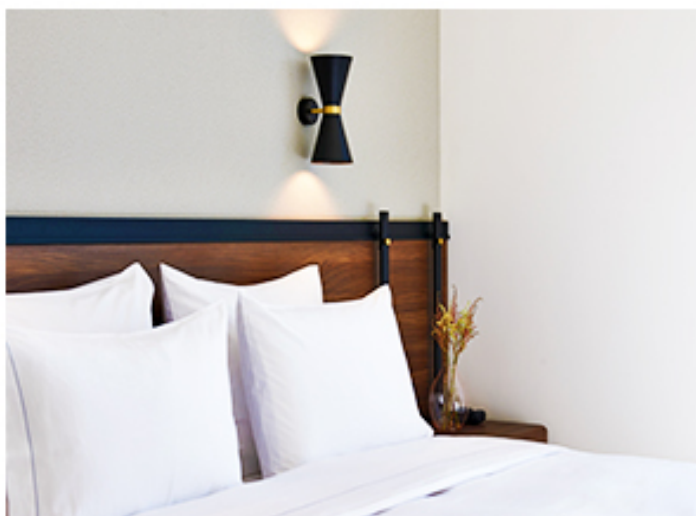
Located in the burgeoning Al Jadaf Culture Village and in close proximity to the Dubai Design District, Dubai International Airport, and the World Trade Centre, Form Hotel is carved from an Architecture Studio-designed structure that relives the origins of Dubai’s heritage. Punctuating the Dubai skyline with a stark white façade marked by acoustically sensitive floor-to-ceiling windows, the 15-storey hotel is led by a strong design narrative that permeates the building. Inside, art deco-inspired bespoke furniture—also by the Paris-based Architecture Studio—fills guestrooms alongside custom-crafted art and photography by Nina Dietzel, for an understated yet sharp interior that is at once timeless and contemporary.

The hotel presents a wellness-driven concept throughout, most prominently in its three food and beverage outlets, each of which proffer wholesome menus crafted from sustainably sourced ingredients. Elsewhere, a rooftop pool offers stunning vistas over the neighboring Al Jadaf boatyards, while a series of ‘add-on’ features, from private yoga sessions to curated Spa Kits created for both men and women, push mindfulness to the fore of each and every stay. Beyond the hotel, an array of community-minded tours connect guests with the neighborhood and local voices. The Form Art Tour, for example, presents the city’s art hubs via an outing that observes street art, galleries, and exhibitions, while the Form Architecture Tour goes off grid to follow an itinerary that incorporates the city’s lesser known power structures.

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The hotel's partnership with Design Hotels™ was announced at the Arabian Hotel Investment Conference (AHIC) in Dubai on Thursday April 19. Speaking about the union of the two brands, Serdar Kutucu, Design Hotels™ Executive Vice President Brand & Strategy said, *"We are very excited to welcome Form Hotel to Design Hotels as our first Dubai property. This is a uniquely creative hotel offering that is unlike anything else in the region and presents a turning point for design-savvy travelers visiting Dubai"*. He continued, *"Design Hotels has been dedicated to working with properties that have a unique creative expression for 25 years. Form Hotel is wholly aligned with our outlook on experiential concepts, the unexpected, and the original, and we look forward to discovering the exciting possibilities this partnership will undoubtedly create"*.

Tarek M. Daouk, Founder and Managing Partner of Smartotels Hospitality adds, *"It is an incredible honor to be recognized and accepted as a Design Hotels member for Form Hotel Dubai. Design was at the core of Form's concept and was born out the need and demand for unique hotels providing distinctive experiences in Dubai. We strive to offer a niche product which is incomparable from a design and experience perspective. Design Hotels will provide us with the platform to engage with a global community of followers who seek original and personalized journeys."*



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NOTES FOR EDITORS

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To download the images directly, click [here](#).

For additional information, please contact us via email press@designhotels.com or phone at +49 30-8849 400 91.

For reservations, please refer our website designhotels.com or find the appropriate Design Hotels™ toll-free number designhotels.com/toll-free-numbers.

ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York and Singapore.

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program. Now one of three leading loyalty programs under Marriott International, SPG members can link accounts with Marriott Rewards® and The Ritz-Carlton Rewards® for instant elite status matching and unlimited points transfer.

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