



DESIGN AWARDS

10th Anniversary Edition
2026

Accor Design Awards 2026

Founded by Accor in 2016, the **Accor Design Awards** are a worldwide competition aimed at architecture and interior design students across the globe.

Every year, Accor invites design schools from around the world and provides their students with a Competition Brief that outlines the year's competition theme.

Once projects are submitted, Accor's Global Design & Technical Services teams select with a VIP Jury the three best projects which will then be featured on the podium.

Three winning entries will be awarded during an official ceremony, where our VIP Jury, Accor's Design & Technical Services, Accor Global Marketing teams, and our awards Sponsors and partners, will be giving out the prizes on stage.



We believe in new talents

Accor's strategy is to take an active part in **the future of hospitality design** and to be visionary when it comes to guests' expectations around lifestyle, sustainability and wellness.

The Accor Design Awards represent a unique **opportunity for Accor to re-imagine the hospitality of tomorrow**. They are a chance to discover new talents and trends by exploring each school's unique vision. Every year, students push the boundaries of hospitality design and provide **a fresh outlook on our industry**.

The awards are an opportunity for Accor to gain brand visibility and provide a clear message of innovation to the world of hospitality.

Students' visibility platform

For students and schools, the Accor Design Awards represent the possibility to work on **a real-life project**, in an operational case study. Students compete with other schools and other cultures. They are able to **build a network** and have a first taste of the professional world. The awards are an opportunity to actively **participate in shaping the future of hospitality**.



Past editions



Accor Design Awards 2016

IBIS
Imagining tomorrow's room

Head Judge: **Damien Perrot**



Accor Design Awards 2017

NOVOTEL
Multi-functional guestroom

Head Judge: **Lee Penson**



Accor Design Awards 2019

SO/
Re-inventing the Junior Suite

Head Judge: **Ramy Fischler**



Accor Design Awards 2020

ORIENT EXPRESS
Re-interpret OE sleeping coaches

Head Judge: **Tristan Auer**



Accor Design Awards 2021

HOSPITALITY IN 2035
Redefining the experience

Head Judge: **Beth Campbell**



Accor Design Awards 2022

THE 15 MINUTES CITY
Return to the local way of life

Head Judge: **Tristan du Plessis**



Accor Design Awards 2023

MERCURE EDITION
Locality and sustainability

Head Judge: **Sundukovy Sisters**



Accor Design Awards 2024

SOFITEL
Reinvent luxury hospitality

Head Judge: **Lázaro Rosa Violán**



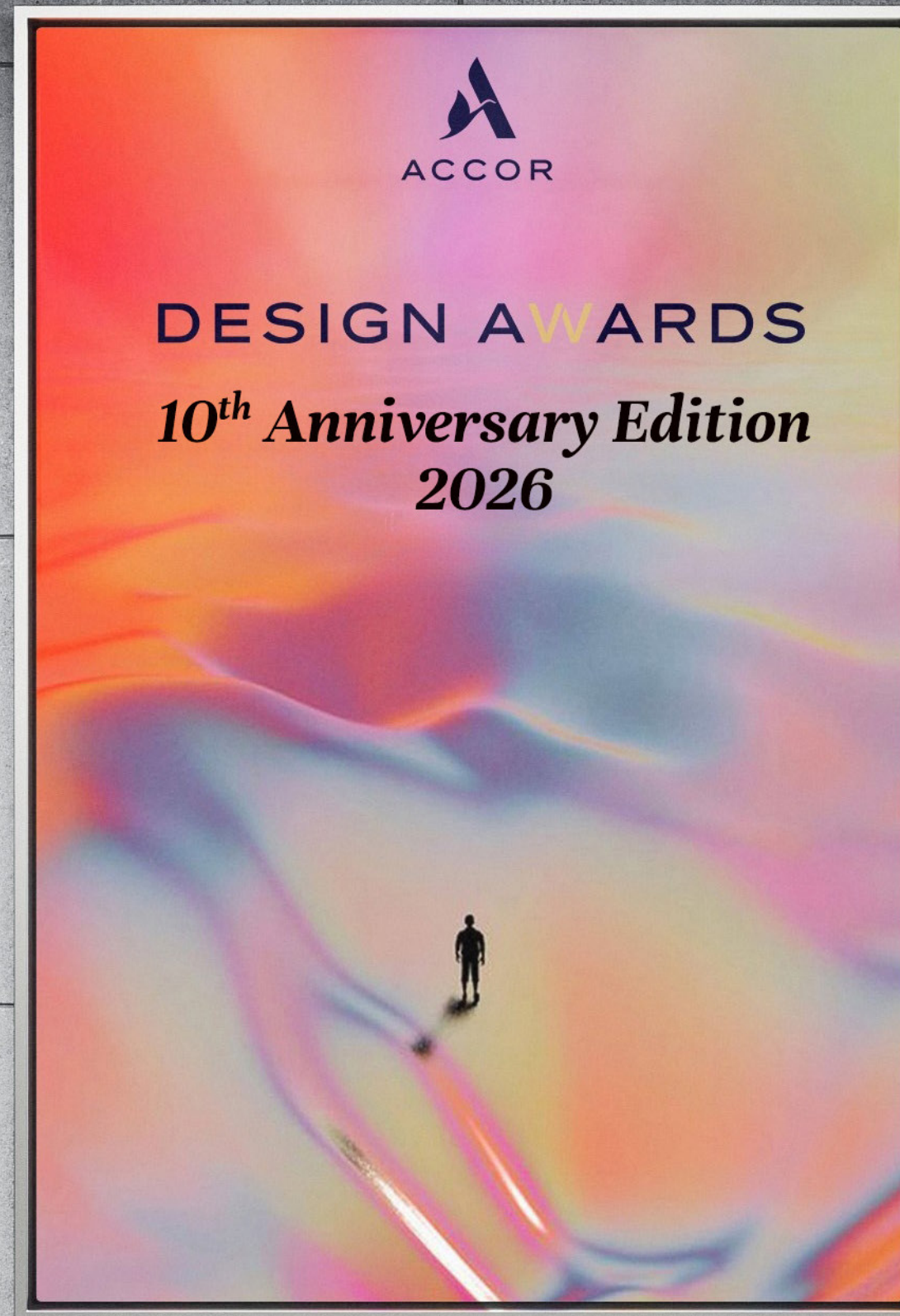
Accor Design Awards 2025

NOVOTEL
Protect our oceans

Head Judge: **Burondo**

Winners will be
announced
at Maison&Objet,
Paris on 4 September 2025

Manifesto



We believe that Interior Designers and Architects are strategists and visionaries.
They understand today's lifestyle trends and are capable of translating them into unique spaces and experiences.

Competition brief



Accor is a world-leading hospitality group consisting of more than 5,600 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. It encompasses 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.

pullman

This year, we spotlight Pullman - a brand rooted in innovation, connection, and a forward-thinking spirit. Pullman blends business with culture, productivity with social energy, and technology with immersive design. This year's challenge invites the students to reimagine meeting and event spaces through the lens of Pullman's DNA.

Three key pillars define the Pullman experience:

- **Blended Business:** flexible, creative spaces
- **Social Hub:** vibrant environments that spark community
- **Innovative Spirit:** conscious design and smart technology

Pullman is a brand of transformation, ideal for those who work, create, and connect with purpose.



The brief

Design a highly flexible, modular Meeting & Events space with an integrated foyer that supports a diverse range of events across a 24-hour cycle throughout the week.

Your design should:

- **Enable weekday business use** for meetings, workshops, and hybrid work scenarios.
- **Effortlessly scale and adapt** to intimate gatherings, large conferences, or elegant social occasions.
- **Enable seamless transitions** between different event setups, reflecting the unique vision of each occasion.
- **Incorporate a foyer** that brings food and beverage offerings to the heart of the event experience and acts as an extension of the Meeting & Events areas to maximize capacity.
- **Utilize advanced technology** to create immersive, adaptable environments that enhance guest experience and operational agility.
- **Prioritize sustainability** through circular design, low impact materials, and energy-efficient technologies aligned with Accor's Net Zero Carbon goals.

To ground your design concepts in real-world contexts, we invite you to select one of six iconic Pullman hotels from around the globe as your project's base. Each location offers a vibrant urban setting with a strong online presence, providing rich cultural and architectural inspiration.

These hotels exemplify Pullman's commitment to dynamic, flexible, and premium hospitality environments, making them ideal canvases for reimagining future Meetings & Events spaces.

PULLMAN
Paris Tour Eiffel,
France



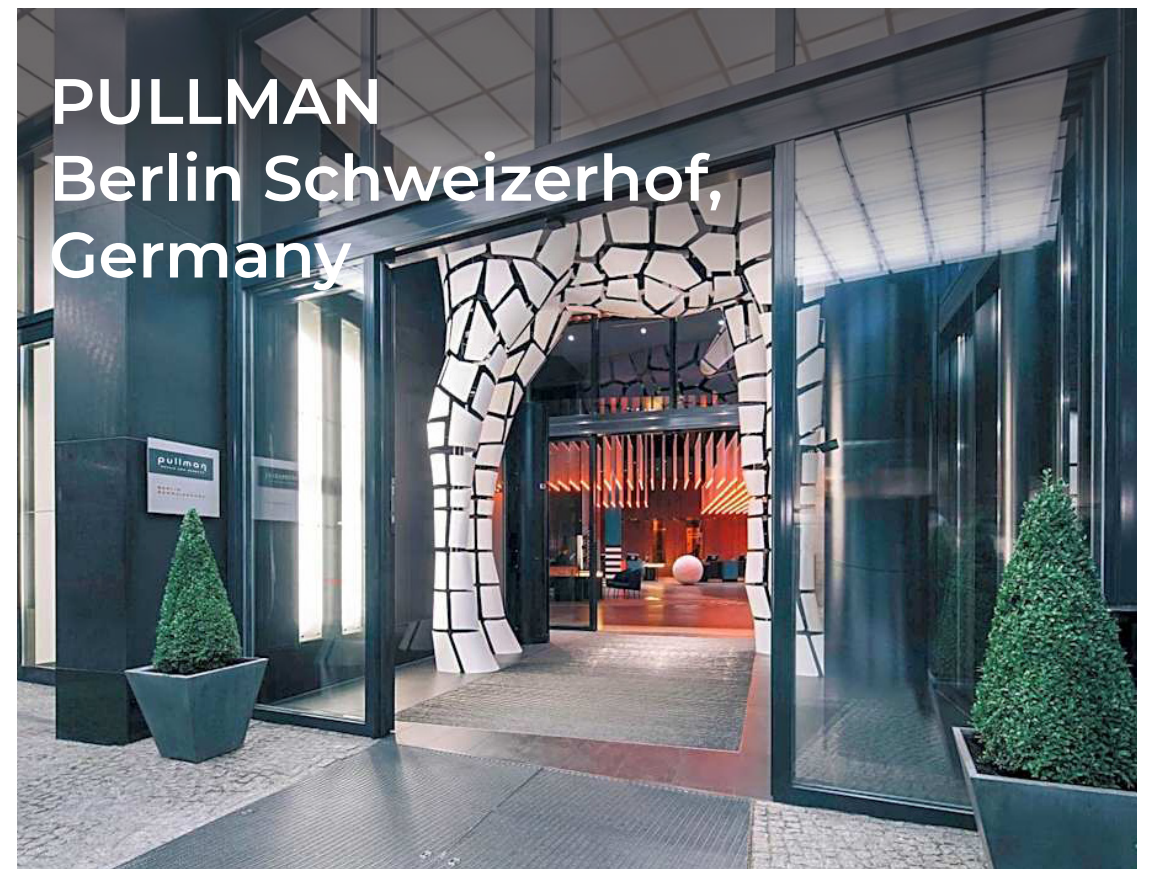
PULLMAN
Dubai Creek City Centre,
UAE



PULLMAN
Sao Paulo Ibirapuera,
Brazil



PULLMAN
Berlin Schweizerhof,
Germany



PULLMAN
Kuala Lumpur City Centre,
Malaysia



PULLMAN
London St Pancras,
United Kingdom



Students are encouraged to explore the unique characteristics of their chosen location - from cultural influences and urban fabric to guest profiles and local event trends - as a foundation for their innovative design solutions.

Submissions should concentrate on Meetings & Events spaces which include: meeting rooms, event halls, collaborative lounges, transitional social spaces (corridors, foyers).

The key objectives are:

- **Flexibility:** Spaces and furniture must be easily reconfigurable to support diverse activities and user groups.
- **Technology:** Integrate smart, immersive technology that enhances connectivity and guest experience.
- **Sustainability:** Use circular design principles and ecoconscious materials to reduce environmental impact.
- **Social Engagement:** Design for community-building and creative collaboration beyond traditional meetings.
- **Innovation:** Push boundaries in furniture design, spatial layout, and guest interaction.

Sustainability means a lot to us

We put sustainability at the heart of what we do.

At Accor, we design multifunctional spaces that adapt to evolving lifestyles and guest needs, blending authentic local experiences with sustainable practices. But we aim to go further - we're looking for bold proposals focused on energy efficiency and carbon footprint reduction.

Make sustainability a fundamental pillar of your concept.



Competition rules

Accor & Schools Team Up

This competition is often part of a Design School's program/module and the submitted proposals will often be the result of the students' creativity and their professors' guidance.

To support this process, we will be hosting an online webinar and Q&A session between September and October 2025. This 45-minute session, led by the Accor Design Team, will conceptually frame the competition and provide a walkthrough of the Accor Design Awards online platform.

It is the responsibility of each school to coordinate participation in the webinar with their students at the start of the study module, more details to follow.

Following the briefing session, students will be split into **groups of up to 2 people max.**

Accor & Independent Students

Alternatively, the competition is also open to independent students who want to challenge themselves and plunge into the research of the hospitality of the future.

In this instance, we also ask not to form groups larger than **2 people.**



Deliverables

1ST. DELIVERY: THE DOCUMENT

An A4 pdf format presentation file of 8 sheets organized as described below:

Page 1	Title of the project & Presentation visual
Page 2	Location choice with explanations & concept philosophy
Page 3	Mood board with materials & finishes
Page 4	Axonometric view plans
Pages 5 to 7	3D views
Page 8	Project review

2ND. DELIVERY: 5-MINUTE VIDEO*

The format should be 16:9

This 5-minute video includes 3D walkthroughs, advertising material, and an in-depth explanation of the concept. Students are encouraged to provide additional content that they feel could lead to being awarded a top prize.

3RD. DELIVERY: 1-MINUTE VIDEO*

The format should be 9:16

This 1-minute video is a condensed version of the 5-minute video that summarizes the concept in a beautiful and succinct way.

This video will be used for the finalist projects in the voting for the People’s Choice award via the online voting platform.

4TH. DELIVERY: HIGH RESOLUTION PICTURE

1 high resolution picture to showcase your project in three formats 1:1, 16:9 and 9:16.

* Please include the Accor Design Awards logo at the beginning of each video.

* All content used in the videos, such as music, must be royalty-free and rights-cleared.

5TH. DELIVERY: THE RESEARCH FILES (OPTIONAL)

A pdf file compiling your research, sketches, studies and inspiration. This file can contain as many sheets as you like and must be provided in either A4 or A3 format.

Schedule

3rd / 4th quarter of 2025

Each school will decide how to accommodate their calendar to join this competition.

Create an account per group/project team at :
<https://ada.awardsplatform.com>

5th January 2026 (before midnight Paris time)
End of submissions.

2nd February 2026
Announcement of the 10 shortlisted projects selected to move to the final Jury and opening of public vote for the 10 shortlisted projects.

1st March 2026
End of public vote.

March 2026 (date to be determined)
Jury session: students will present their project to the VIP Jury (digital event).

April 2026 (date to be determined)
Announcement of the prize winners by email.

May 2026 (date to be determined)
Accor Design Awards ceremony at one of the Roca Gallery locations, for the 3 prize winners. More information to follow.



Past editions Head Judges



Accor Design Awards 2019

Head Judge: **Ramy Fischler**



Accor Design Awards 2020

Head Judge: **Tristan Auer**



Accor Design Awards 2021

Head Judge: **Beth Campbell**



Accor Design Awards 2022

Head Judge: **Tristan du Plessis**



Accor Design Awards 2023

Head Judge: **Sundukovy Sisters**



Accor Design Awards 2024

Head Judge: **Lázaro Rosa-Violán**



Accor Design Awards 2025

Head Judge: **Burondo**

Accor Design Awards 2026

The Jury will include:

A renowned international hotel designer serving as Head Judge

Global Brand Director of Pullman

Representatives from our headline sponsors

Senior leaders from Accor's design team

Selection Criteria

ALL PROJECTS WILL BE EVALUATED WITH THE FOLLOWING CRITERIA:

1 - Response to the brief & Brand Philosophy

Assessment will focus on how well the submission responds to the brief and incorporates the Pullman brand philosophy.

2 - Innovation & Challenge of the Status Quo

Entries should demonstrate creativity and a willingness to push boundaries within the hospitality sector.

3 - Identity & Individuality

Judges will evaluate how the concept aligns with the Pullman brand identity while showcasing uniqueness and differentiation from other hotel brands in the same market segment or industry.

4 - Guest Experience & Memorable Moments

Consideration will be given to elements that enhance the guest experience, with a focus on how the design delivers impactful and memorable moments.

5 - Social, Economic & Environmental responsibility

Submissions should highlight the components of the concept that are expected to generate positive environmental, economic, and social outcomes.

6 - Feasibility : Real integration into the hospitality industry

Projects must demonstrate feasibility by considering total costs (including construction and maintenance), construction challenges, and the potential for regional and global scalability.

Prizes

1ST PRIZE

- External Exposure (Accor social media / website)
- Trip to a Roca Gallery/LAUFEN space to attend the Accor Design Awards ceremony
- Exclusive conversation with head judge
- Special Architectural Experience

2ND PRIZE

- External Exposure (Accor social media / website)
- Trip to a Roca Gallery/LAUFEN space to attend the Accor Design Awards ceremony
- Exclusive conversation with head judge

3RD PRIZE

- External Exposure (Accor social media / website)
- Trip to a Roca Gallery/LAUFEN space to attend the Accor Design Awards ceremony

POPULAR VOTE PRIZE

- External Exposure (Accor social media / website)

**Accommodation will be at an Accor hotel, specific locations and transportation to be defined within the coming months.*

Sponsors

Founding sponsors

LAUFEN **Roca**

Sponsors



LedsC4

FLOS

