

“Null Stern Hotel” on CNN International
Richard Quest on flying visit to the first Null Stern Hotel in the world
Schedule indication for Saturday 14 February 2009, 20:00

12 February 2009

“Null Stern Hotel” concept develops into worldwide venture

Press release

Dear media professionals

Null Stern Hotel www.null-stern-hotel.ch is an invention by the Swiss twin brothers and concept artists Frank and Patrik Riklin from the Atelier für Sonderaufgaben (studio for special works) in St. Gallen. Samira Singhvi and Daniel Charbonnier, founders of Minds in Motion, SA, an international hospitality advisory and services firm, have recently partnered with Frank and Patrik Riklin to transform this concept into a worldwide venture opportunity under the newly born **“Zero Star Hotel”** brand. More details and background information about the mission can be found under www.zero-star-hotel.com.

Next **Saturday, 14 February 2009 at 20:00** (19:00 GMT), CNN International will be focusing for the second time already on the first “Null Stern Hotel” in the world, this time via its programme “Business Traveller”. In “Back to basics” the cult host Richard Quest will be reporting about this unique venture opportunity, while also interviewing its founders and the Managing Director of Minds in Motion, SA. The show is broadcast 7 times in total, to 186 million households and in 180 countries.

For further media-related information, please get in contact with Pascal Gysel pg@mindsinmotion.ch, Communications Manager, Minds in Motion, SA.

Note to the journalists:

Key (picture by Atelier für Sonderaufgaben)

CNN cult host Richard Quest (middle) during the shooting session in the luxury suite of the Null Stern Hotel



Photo: Atelier für Sonderaufgaben