



MINDS IN MOTION, SA
HOSPITALITY ADVISORY AND SERVICES FIRM

Atelier für Sonderaufgaben

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MEDIA RELEASE

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Grand Opening Date Set for the World's first Null Stern Hotel

The innovative hotel concept in an air-raid shelter will open on June 5th, 2009 in Teufen, (Appenzell Outer Rhodes) Switzerland

Following tremendous media coverage and public support worldwide, the Null Stern Hotel is set to open its doors on **Friday, June 5, 2009** in Teufen, Canton Appenzell Outer Rhodes, Switzerland. The shift from the original location in the Commune of Sevelen is due to the fact that the Commune of Sevelen would have required additional time to prepare the art installation. However, a future collaboration with the Commune of Sevelen, has not been ruled out.

After months of meticulous preparation from concept to reality and with currently over 1,000 reservations on the books prior to the official opening, Frank and Patrik Riklin, from the Atelier für Sonderaufgaben (St. Gallen), concept artists and inventors of the Null Stern Hotel, said, "The time for an unusual extension of hospitality has come; we are eager to see how the art installation will further develop as a business idea with real guests coming from all over the world".

Samira Singhvi and Daniel Charbonnier, founders of an international hospitality and services firm, Minds in Motion, SA (Lausanne) have partnered with the Riklins in pioneering this accommodation idea, adding, "The opening of the Null Stern Hotel is just the first step. We intend to use the concept as the base for the birth of the Zero Star Hotels brand worldwide."

Note to the journalists:

Further details for media wishing to attend the press conference will follow in May. Contact: Pascal Gysel, Communications Manager, Minds in Motion, SA, pg@mindsinmotion.ch, +41 76 266 62 20.

Additional information on www.null-stern-hotel.ch and www.zero-star-hotel.com

Key (picture by Atelier für Sonderaufgaben)

Bedroom at the Null Stern Hotel