



MINDS IN MOTION, SA
HOSPITALITY ADVISORY AND SERVICES FIRM

Atelier für Sonderaufgaben

20 May 2009
MEDIA RELEASE
Reminder

No: 003

Grand Opening of the World's first Null Stern Hotel

Invitation to the press conference on June 5th, 2009 at the fallout shelter "Unteres Hörli" in Teufen, (Appenzell Outer Rhodes) Switzerland

Following a several-month development and trial phase notably supported by both very successful test nights of last October and November in Sevelen (St. Gallen), the world's first Null Stern Hotel is set to open its doors for good in Teufen (AR).

On the occasion of this big event, you are cordially invited to the press conference, scheduled to take place on **Friday, June 5th, 2009 at 10:00 (CET)** at the fallout shelter "Unteres Hörli". Together with the concept inventors Frank and Patrik Riklin (Atelier für Sonderaufgaben) and their business partners Samira Singhvi and Daniel Charbonnier (Minds in Motion, SA), the mayor of Teufen Gerhard Frey will report on the Null Stern Hotel adventure. But the main figures of the conference will undoubtedly be the very first Null Stern Hotel guests, relating their first impressions and personal anecdotes just after the Preview Night. Further details to the programme and guests can be found in the appendix.

Please be kind enough to confirm your attendance to pg@mindsinmotion.ch by Tuesday, June 2nd, 2009. Pascal Gysel, Communications Manager, Minds in Motion, SA remains at your disposal (+41 76 266 62 20) for any related question you may have.

For further information, please visit www.null-stern-hotel.ch or www.zero-star-hotel.com



MINDS IN MOTION, SA
HOSPITALITY ADVISORY AND SERVICES FIRM

Atelier für Sonderaufgaben

Press Conference Null Stern Hotel 5 June, 2009 Fallout shelter "Unteres Hörli" INFORMATION TO THE PRESS

Facts and Background

- Title:** Null Stern Hotel
- Context:** After months of meticulous preparation from concept to reality accompanied by extensive media coverage in 56 countries, Frank and Patrik Riklin, from the Atelier für Sonderaufgaben (St. Gallen), concept artists and inventors of the Null Stern Hotel, certify: "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."
- Location:** Fallout shelter, Unteres Hörli 2079, 9053 Teufen (AR)
<http://map.search.ch/teufen/unteres-hoerli-2079>
<http://www.kvu.ch/images/35/chmap.gif>
- Date :** Friday, June 5th, 2009, 10:00 to 11:00 (CET)
- Preview Guests:** Rita Meier-Sidler, Allrounder, Sevelen (St. Gall)
Gurdeep Singh Kundan, Entrepreneur, St. Gall
Hannelore Kundan, Housewife, Lustenau (Austria)
August Muhs, Pensioner, Zurich
Olivera Djokic, Teacher, Berlin
Carmela Romer, Flight Attendant, Arnegg (St. Gall)
Corinne Frommer, Midwife, St. Gall
Oliver Lauter, Journalist, Zurich
Bela Lauter, Pupil, Zurich
Sarah Dulgeris, Comedian, Berlin
Alexandra Wenzel, Reporter "Welt der Wunder", Munich
- Support:** Commune of Teufen / Raiffeisen Bank / Appenzellerland Tourismus / Wäscherei Bodensee AG
- Media Contact:** Pascal Gysel, Minds in Motion, SA
Tel. +41 76 266 62 20, pg@mindsinmotion.ch



MINDS IN MOTION, SA
HOSPITALITY ADVISORY AND SERVICES FIRM

Atelier für Sonderaufgaben

Press Conference Null Stern Hotel 5 June, 2009 Fallout shelter “Unteres Hörli” INFORMATION TO THE PRESS

Schedule overview

Programme Friday, 5 June, 2009

- | | |
|-------|--|
| 10:00 | Arrival at the Null Stern Hotel |
| 10:10 | Welcoming words by Gerhard Frey, Mayor of Teufen |
| 10:15 | Artistic concept – Frank and Patrik Riklin on the bedside |
| 10:25 | The first night at the Null Stern Hotel – Preview guests relate |
| 10:35 | A look into the future – Samira Singhvi-Charbonnier and Daniel Charbonnier |
| 10:45 | Questions from media |
| 11:00 | Null Stern Aperitif and open end |

(All times are meant CET)



MINDS IN MOTION, SA
HOSPITALITY ADVISORY AND SERVICES FIRM

Atelier für Sonderaufgaben

Press Conference Null Stern Hotel 5 June, 2009 Fallout shelter “Unteres Hörli”
INFORMATION TO THE PRESS

Press photo



Key (picture by Atelier für Sonderaufgaben)
Travelling advertising board of the Null Stern Hotel