



MINDS IN MOTION, SA  
HOSPITALITY ADVISORY AND SERVICES FIRM

## Atelier für Sonderaufgaben

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PRESS RELEASE

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### Null Stern Hotel closes to reopen in a city

**The world's first Null Stern Hotel in Teufen, Switzerland, is set to close its doors on June 4, 2010 – exactly one year after opening – to focus on opening in urban locations. The current Null Stern Hotel will be converted into a museum as of today.**

“We started with a Beetle but the Null Stern engine has grown and we need a truck” states, Daniel Charbonnier (Minds in Motion SA). The overwhelmingly positive response from guests requesting additional Null Stern Hotel locations has led the three Swiss founders of the brand “Null Stern – the only star is you”, Frank and Patrik Riklin (Atelier für Sonderaufgaben) and Daniel Charbonnier to dedicate their efforts on the expansion strategy. “The operating performance as well as market research collected in the past year has confirmed the demand to open a full size Null Stern Hotel”, explains Daniel Charbonnier.

The current evolution of the socio-economic environment creates opportunities to develop the business model to its fullest potential. Due to on-going negotiations, the next Null Stern Hotel location cannot be disclosed. “For sure it is a location where you don't expect a Biedermeier bed”, says Patrik Riklin.

The Null Stern Hotel Biedermeier beds have welcomed guests from 29 countries in one year. The hotel is now open as a museum and is ready for visitors to experience and discover the birthplace of the world's first Null Stern Hotel. Museum open by appointment. For further information, please visit [www.nullsternhotel.ch](http://www.nullsternhotel.ch).

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### Null Stern Hotel highlights

Due to media coverage in 160 countries generated by internationally reputed news channels such as CNN, The Observer and Financial Times, the Null Stern Hotel received hundreds of reservation requests until 2012.

Following two nominations at the Worldwide Hospitality Awards 2009 for Best Novelty Hotel of the Year and Best Innovative Concept in Limited Service Hotels, GEO Saison February 2010 ranked the Null Stern Hotel among the 100 best hotels in Europe. In May 2010, Timesonline included the Null Stern Hotel in their list of Europe's 66 most unusual places to stay.

### Press photo



### Photokey (credits: Atelier für Sonderaufgaben)

Frank and Patrik Riklin (left and right of the picture) with Daniel Charbonnier and Samira Singhvi-Charbonnier, at the Null Stern Hotel in Teufen AR