

radical innovation in hospitality

Radical Innovation Competition Posts 2009 Prize Winners and Finalists Online and Announces Plans for 2010 Fourth Annual Competition

Radical Innovation in Hospitality Competition, founded in 2007 by [The John Hardy Group](#) with [Hospitality Design Magazine](#), attracts global design talent and concepts that completely redefine traditional hotels. The competition accepts ideas for both built and un-built projects to encourage groundbreaking and viable ideas to promote innovation in the hospitality industry.

The 2009 winner of the \$10,000 grand prize, Pixel Hotel in Linz, Austria, and four other finalists from this year's competition are now featured with their complete entries on the Radical Innovation website, linked at www.jhgi.com (the [JHG website](#) home page). The winner was selected among juried finalists at Hospitality Design Boutique Exposition & Conference in Miami in September 2009, and was featured in Hospitality Design magazine's October issue.

The 2010 competition opens for entries in December 2009. "Something new for 2010's competition: we have decided to move the venue from HD Boutique in Miami to the 2010 Hospitality Design Exposition & Conference in Las Vegas in May 2010, where attendees vote in real time for a winner," says John Hardy, president / CEO of The John Hardy Group. "We also plan to increase the prize money considerably this year. All will be announced, together with an entry application, by the end of this year."

While not all of the winning designs become reality, Michelle Finn, vice president of Hospitality Design Group, who founded the competition with John Hardy, says, "Innovation in our industry deserves a platform."

Check out the top five 2009 projects at www.jhgi.com.