

## Prague Features the Trendiest Hotel in Europe

Prague, January 2012. "The ICON Hotel & Lounge" in Prague was selected by the users of the worldwide server TripAdvisor as the trendiest hotel in Europe for the year 2011. It is located in the city centre, V Jámě Street, Prague 1, just a few steps from Wenceslas Square and Old Town Square. A team of young designers combined traditional architectural elements with modern conceptions, thus creating a unique transformation of a 19th century house into a very interesting space. The name of the hotel itself was not chosen by accident: the building was once owned by Orthodox believers, which is proven by a magnificent icon that has been preserved until today. The hotel was opened in March 2007.



### **A wonderful fusion of past and present**

The entrance to the reception area itself suggests it is a smaller, "family" hotel. Before reaching for the handle, make sure to notice the angel placed in a niche right above the entrance door. However, the reception has a completely different atmosphere: young architects from the Mitte studio who renovated the hotel used unusual combinations of materials, colours, original conceptions and design accessories in the name of relaxation and comfort. It is the only hotel in Central and Eastern Europe that has all of its rooms furnished with hand-made beds from the Swedish brand Hästens. Another rarity is a small prayer room featuring the aforementioned precious icon.

### **Very friendly atmosphere**

If you come as a smaller group of some twelve people, you can meet in a local meeting room around a historical table that was once used in Baťa's factory in Zlín, famous for its products and management approach. It might be this particular table where you will come up with an innovative solution. The lounge is a multipurpose space spreading over an area of 150 square metres that is suitable for presentations and demonstrations. If there are no special events taking place, it transforms into a nice restaurant where you can have a rest or even a lie-down after your lunch or dinner. The ambience is so original that visitors are quite comfortable with relaxing and feasting their eyes on the works of art that surround them. The non-traditional art gallery features works mostly by young Czech artists.

### **How to spend night?**

The local Jet Set Bar offers a wide range of wines and other drinks and its night atmosphere is enhanced by music played by Prague's top DJs. Having enjoyed a nice day you will definitely appreciate the Hästens luxurious beds, made exclusively of natural materials. They are to be found in all 31 rooms, together with a LCD TV, a DVD player and other technical equipment that enables guests to connect to the Internet or connect their iPods. The ICON Hotel & Lounge, this year's winner of the TripAdvisor's Trendiest hotel award, follows last year's success of the "U Zlaté studny" hotel, situated in Prague's Lesser Town (Malá Strana). In 2011 it ranked first in two world categories: the best hotel in the world and the most luxurious hotel in the world. The Czech Republic can definitely be proud of its hotel services!

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