

## Rewards

03/04/2010

# Motel 6's new "Phoenix" prototype has won the Travel and Leisure Design Award 2010

Motel 6's new "Phoenix" prototype has won the Travel + Leisure Design Award 2010 in the "Best Large Hotel" category. This innovative design by London-based Priestman Goode stays true to the brand's no-frills values while contributing a fresh, pop-modern new look and still at the lowest price of any low cost chain in the United States. In this respect, the brand is reinventing economy lodging.

All new and existing Motel 6 properties will be remodeled after this new design.

### The "Phoenix" room design

The new Motel 6 room design fulfils three main objectives: optimum use of space, functionality and style. It features wood-effect flooring, ambient lighting, contemporary color schemes, a settee area for two, and a 32-inch flat-screen TV.

The new design meets all environmental standards and new technological requirements. As well as housing the TV, the entertainment unit conceals a door-less wardrobe behind it and A/V plug-ins for mp3 players, video game systems and laptop computers.

The modern bathroom features a black granite counter top with a vessel/raised sink, a walk-in shower, a towel cubby and a large vanity area, all of which give it contemporary appeal.

###ZOOM1#####ZOOM3#####ZOOM2#####ZOOM4###

### 60 new locations renovated in 2010

Motel 6 unveiled its new "Phoenix" prototype in 2008. All new and existing Motel 6 properties will be remodeled after this new design. At the beginning of 2010, more than 60 properties nationwide had already been renovated, notably in Dallas, San Diego, Houston and Chicago.

Another 60+ locations are slated for renovation in 2010.

#### Paul Priestman: "Changing the image and providing new functions" :

Paul Priestman, of London-based design agency Priestman Goode, is the specialist in stylish, efficient designs that make optimum use of space. Four years ago his designs for the London Yotel and the Virgin and Airbus aircraft and train cabins attracted the attention of Michel Gicquel, Accor's Artistic Director.

As early as 2008, the Cocoon Etap Hotel room designed by Paul Priestman won a prize in the "Best Interior Design" category at the European Hotel Design Awards. In 2009, Etap Hotel also received the "Janus du Commerce" award for its "better life" approach (a label given by the "Institut Français du Design").

[More about the Travel + Leisure ranking](#)

[More about Motel6](#)

*All the information about Travel + Leisure's sixth annual Design Awards jury and the winners in each of the 16 categories is featured in the March issue of Travel + Leisure magazine.*