

## **CERVO Mountain Resort honoured at the German Design Awards 2023**

**Frankfurt am Main, 16 December 2022**

**This year's winners of the German Design Awards have been announced. The renowned prize is awarded to international companies, agencies and service providers from all sectors, as well as non-commercial and governmental organisations, whose groundbreaking products and projects in the areas of »Excellent Product Design«, »Excellent Communications Design« or »Excellent Architecture« are convincing.**

»CERVO Mountain Resort« was awarded »Winner« in the Interior Architecture category of Excellent Architecture. As a place for modern nomads who value luxury and being in touch with nature in the same way, the design hotel focuses on a glocal experience in a vibrant destination like Zermatt.

»With its design concept, the »CERVO Mountain Resort« knows how to combine the demand for regionality, sustainability and nature on a luxurious level. An ambience made for well-being for a sophisticated time-out in Alpine surroundings,« the jury explained.

»Good design requires an in-depth examination of the challenges of our time – because social and political changes require constant questioning and the ability to set new priorities, as well as incorporating previously unknown perspectives. The German Design Awards recognise this extraordinary achievement,« explains Lutz Dietzold, CEO of the German Design Council. »The German Design Awards raise awareness of those companies, projects and products that keep pace with the transformations of our time, driving sustainable solutions and providing innovative responses to an ever-changing world.«

### **German Design Award 2023**

The German Design Awards are the largest prizes of the German Design Council and among the most recognised international design awards. For eleven years now, the German Design Council has been honouring pioneering designers and their work with this coveted prize. Entries are judged by an international jury made up of leading experts from all disciplines of design. Their judgement is invaluable – anyone whose product/project impresses this jury has demonstrated a high level of competence in design innovation and a sharp focus on the demands of their own customers and the market. In short, whoever wins here is one of the best. An award – whether »Special Mention«, »Winner« or even »Gold« – makes the work globally visible and opens up a valuable network with international reach to the companies and designers.

### **German Design Council – the Initiator**

The German Design Council is the German centre of excellence for design, branding and innovation. Its mission is to represent the German design scene and promote and make visible high-quality design. Established in 1953 as a foundation on the initiative of the German Bundestag, it supports industry in consistently achieving brand added value through design. In addition to trade associations and institutions, the exclusive network of members of the German Design Council foundation includes in particular the owners and brand managers of well-known companies. More than 350 companies are currently members of the German Design Council.

### **The German Design Council – official partner of the New European Bauhaus initiative**

The New European Bauhaus is a unique EU initiative for a sustainable, aesthetic and inclusive future. Located at the intersection of art, culture, science and technology, the initiative aims to explore ways of shaping our future living environment that will enable Europe to achieve climate neutrality by 2050 within the framework of the European Green Deal. It makes a link between the European Green Deal and our living spaces. It is a call to all Europeans to develop and realise ideas for a sustainable and

inclusive, aesthetically, intellectually and emotionally appealing future together.

**More**

- More about the German Design Awards 2023: [www.german-design-award.com](http://www.german-design-award.com)
- More about the German Design Council: <https://www.german-design-council.de/en>
- More about the New European Bauhaus initiative: [https://europa.eu/new-european-bauhaus/index\\_en](https://europa.eu/new-european-bauhaus/index_en)