



©The Student Hotel

## ***The Student Hotel, revolution in hospitality***

*TSH Firenze Lavagnini runs for the MIPIM Awards 2019 for the most outstanding Real Estate, by 2021 will have four new properties in Italy*

### **7th February 2019 – MIPIM Awards 2019**

The first The Student Hotel in Italy, opened in Florence last summer, is **in the final selection with other 45 participants for the category “Best Mixed-Use Development” at MIPIM Awards 2019**, renowned recognition made by the French fair of real estate, taking place in **Cannes from 12th to 15th March**. The jury evaluated more than 200 projects from 58 countries and selected the finalists for each of the 11 categories.

### **Best in Class Award from the Class of 2020**

*The Student Hotel Florence Lavagnini won the The Best in Class Award at a ceremony in Milan, for the Best New Student Housing Development. The winner of this award, presented by the Class of 2020, is a hotel that, through its design and attention to detail, offers the maximum potential for students to learn, develop personally and form lifelong memories.*

## **Expansion continues**

TSH opened its first hotel in Germany in 2018. TSH Dresden opened its doors in November and will be followed by TSH Berlin in September 2019.

In 2020 openings include Bologna, Madrid, Porto, Delft and Vienna, with Florence Belfiore, Paris, Carcavelos Lisbon, Rome, Toulouse, Barcelona and Florence Manifattura Tabacchi in 2021.

TSH Florence Lavagnini was transformed from a historic Florentine palazzo with a €50 million investment to create 390 rooms available to guests who can stay from one night to one year. 50% of rooms are for Italian and international students, 45% are hotel rooms and the remaining 5% are reserved for short stays.

## **TSH Collab: co-working**

TSH Florence Lavagnini features Collab co-working space as part of its innovative hospitality model that combines sophisticated design and a wide range of services. TSH Collab provides flexible or fixed desks, as well as self-contained offices in which entrepreneurs, freelancers or companies can operate. TSH Collab members can use the gym and swimming pool as well as other facilities at every TSH property around Europe. TSH Collab rates start from from € 99 per month including VAT.

## ***Tailor made design, eclectic look***

The company TSH created an original concept, a single interior design project used for all the hotels, which is slightly modified in each structure because it's adapted to the location. TSH worked with Archea Associati (<http://www.archea.it/>) of Florence for the artistic direction of the restoration of the historic "Palazzo del sonno" in Viale Lavagnini. The main objective was to integrate a contemporary design into a nineteenth-century building by Giuseppe Poggi. The technical and engineering part was handled by A & I Engineering and Esa Ingegneria studio. Interiors were directed by TSH's own inhouse design team along with Rizoma Studio in Bologna.

Included in the 20,000 square metre hotel there is an internal courtyard with oversize works of art and graffiti by young and well-known creatives. Free Wi-Fi, raised areas with seating and outdoor furniture characterize this space, providing areas to study, relax and have a coffee.

<https://studenthotelitalian.prezly.com/category/tsh-dresden>

<https://www.thestudenthotel.com/florence/it/>

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## **Rates**

- Reservations for the hotel: rooms from 64 euros per night
- Rooms for short stays starting from 49 euros per night
- Co-working TSH for Collab: flexible seats starting from 99 euros per month, dedicated seats from 200 euros per month up
- Meeting Rooms starting from 300 euros or per hour
- On demand places for events: terrace with swimming pool, courtyard, lounge area, playroom
- Packages for students starting from 600 euros per month for twin rooms; from 900 euro per month per single room

## **About TSH**

TSH co-living and co-working hybrid hospitality model provides a unique destination for a fast-growing international community. The developer, investor and operator has 4,400 rooms in 12 locations including: Dresden, Florence, Rotterdam, Amsterdam (two locations: City and West), The Hague, Groningen, Eindhoven, Maastricht, Paris, and two TSH Campus sites in Barcelona - student-only residences. At the end of 2018 TSH expects to have 10,726 rooms: 4,400 rooms operational and 6,326 secured or under development.

TSH Berlin opens in 2019. Bologna, Madrid, Porto, Delft and Vienna open in 2020. Carcavelos Lisbon, Florence Belfiore, Paris, Rome, Toulouse, Florence Manifattura Tabacchi and Barcelona open in 2021.

TSH plans to have 65 properties operational, under construction or planned in European cities in the next five years.

**Pictures available at link: <https://tshphotos.prezly.com/media/album/4346>**

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