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## BLINK wins 8th Hospitality Design Awards for designing Conrad Sanya

Updated: 16 May 2012

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Cannes do: Conrad Sanya Haitang Bay, on Hainan Island, China, evokes the individual spirit of the French Riviera's great icons.



Against the grain: BLINK's instinctive design creates an overarching vision of classical elegance in a tropical paradise.

BLINK Design Group has staged a raid on the world's most coveted architectural awards and caught rivals napping with a return to elegant classicism and French Riviera glamour at the new Conrad Sanya Haitang Bay.

Judges of the Hospitality Design Awards 2012 were swept away by this song of sandstone poised upon the shimmering sands of Hainan Island's five star strip, and pronounced BLINK the world-wide winner of this year's best luxury hotel award.

While others covered the well-trodden shores of contemporary, minimal and tropical modern, BLINK's style council of tastemakers kept its eyes on the prize and intuited that the time was right for a revival of French classical architecture as epitomized by the stately piles and grand dames that grace the most prized perches at Cannes, St Tropez and Monte Carlo.

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Chen Lijuan, the Post-90s girl pursues ever-changing life styles



Sun Xiuzhuo, a Gilin girl who enjoys her hosting job in this

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The eighth annual Hospitality Design Awards (HD Awards), honouring the achievements of superior design and architecture in spaces around the globe, saw over 325 entries received in 17 categories, spanning Hotel (Luxury/Upscale), Fine Dining, Green/Sustainable Project, and Mid-Range/Economy Hotel.

BLINK founder and creative director Clint Nagata said he was happy to pick up what is regarded as one of the world's top two architectural accolades. It was evidence of the Bangkok hotspot's instinctive approach to design in action.

"You never really know where inspiration is going to come from," said Nagata, who will attend the HD Design Awards ceremony on June 6th at the Grand Hyatt New York. "Our approach is to stoke the furnace, open the mind's eye and keep the creative juices flowing.

"It was in the back of our minds that Marseille has been designated European Capital of Culture for 2013. So it wasn't a huge leap to make the French connection, but we've obviously struck a chord and we're proud of the property. When you see it on site, it just works. And it single-handedly hauls Sanya up the style-o-meter by a good few notches."

Conrad Sanya radiates old world luxury with a modern sensibility. "The architectural facade is clad in golden-hued imported Australian sandstone," said Mr. Nagata. "It's expensive stuff. But the results speak for themselves.

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SOURCE: [4hoteliers.com](http://4hoteliers.com)



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