

## JO&JOE GENTILLY SELECTED AS MIPIM 2020 AWARD FINALIST

### PRESS RELEASE

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JO&JOE Gentilly, Paris, co-created by PENSON and Accor Group, has been selected as a finalist in the 2020 MIPIM award for [\*Best Hotel & Tourism Resort\*](#).

The MIPIM Awards jury reviewed over 228 entries from 45 countries and shortlisted the finest projects in each of the 11 competition categories.

The winners were due to be announced at the annual MIPIM Awards ceremony in Cannes but due to covid-19 the awards will be judged virtually, and a ceremony will hopefully take place in person on September 15<sup>th</sup> in Paris (TBC).

#### *About JO&JOE Gentilly*

Located twenty minutes from central Paris, [JO&JOE Gentilly](#) is a stone's throw from all the major attractions and is the first BBKA low-carbon hotel in France that brings genuine experiences to its guests. JO&JOE meets somewhere between an open house, a hotel, and a hostel to transform the economy model.

A place to eat, meet new people, plan new experiences, and to discover, the 485 bed hotel includes an authentic public restaurant and bar, as well as open-mic stage, a large charming garden space and social spaces reserved for guests.

To read more about JO&JOE Gentilly, please click [here](#).

#### *About the MIPIM Awards*

Created in 1991, the [MIPIM Awards](#) is an internationally renowned real estate competition at MIPIM, the world's property market held from 10 to 13 March in Cannes every year.

It honours the most outstanding and accomplished projects, completed or yet to be built, around the world, the very best of the real estate industry.

#### *About the JO&JOE Hospitality brand*

# PENSON

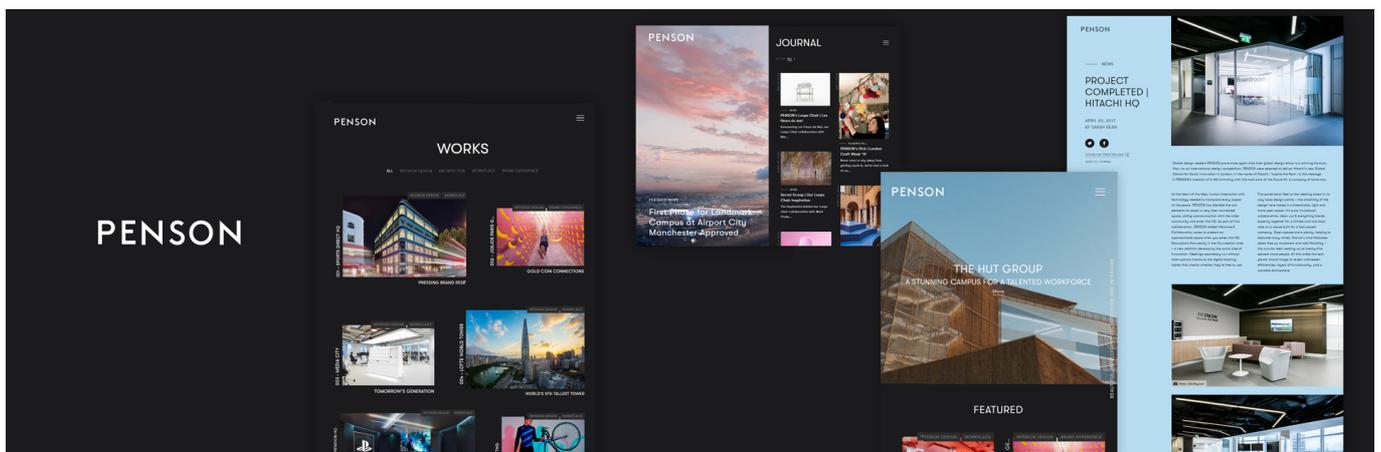
JO&JOE is the game-changing Open House experience in travel from PENSON and Accor Group. It's a mind-setter, life-enhancer and journey-maker where the interiors are shaped by the guests to generate their story, their vibe and their experience.

PENSON have brought energy and super-slick reinvention to the world of hospitality. Being renowned for creating game-changing brands that generate huge customer experience, PENSON co-created JO&JOE and its ethos, values, customer experience and interior design as a new model. JO&JOE embraces a liberated and rebellious approach to hospitality interiors to deliver new emotions for its guests, as well as enabling the required benefits on operational, practicable and investor levels.

ENDS

PENSON are global disrupters in Architecture and Interior experiences. The game-changing beautiful, intelligent designs we invent help the world's most visionary brands and individuals realise their commercial, cultural and personal ambitions. Our leading global studios have brought the world's biggest brands to our door, including AccorHotels – who put us on a list of the worlds' top 20 global designers – not to mention Lotte, Jaguar Land Rover, Sony PlayStation, Google and YouTube. We've created hot new brands, becoming an 'Experience Design' studio in the process. We act as a trusted advisor to innovative brands by shaping future culture and experience programs across portfolios and spaces. We simply believe life is too short to waste in dull and inefficient spaces.

CHECK OUT OUR [WEBSITE](#)



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