

JO&JOE PARIS GENTILLY WINS 2020 MIPIM AWARD FOR BEST TOURISM & HOTEL RESORT

PRESS RELEASE

16th September 2020



PENSON are proud to announce JO&JOE Paris Gentilly has been awarded the [Best Hotel & Tourism Resort](#) at the 2020 MIPIM Awards.

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

JO&JOE Paris Gentilly was selected out of three major competitors in the Best Hotel & Tourism Resort category at last night's MIPIM Awards ceremony at the InterContinental Paris le Grand.

Street Art Concept

JO&JOE Gentilly was awarded specifically on its Open House design and Street Art concept.

PENSON commissioned artists and the artwork at JO&JOE Gentilly to portray its unique character and eclectic atmosphere. Hand-drawn, sprayed or painted artwork is inherently part of JO&JOE's unique design story and offers guests genuine experiences.

PENSON even designed some of the artwork too – the PENSON team secretly feature on a few of the private bathroom walls!

Internationally renowned Interior Design and Architecture studio PENSON continue to have time in the spotlight during 2020's tumultuous year.

About JO&JOE Gentilly

Co-created by PENSON and Accor Group to disrupt the economy model, PENSON worked on creating a physical and branded experience at JO&JOE Gentilly, as well as the interior design, to bring genuine experiences to its guests. JO&JOE is a hybrid; meeting somewhere between an open house, a hotel, and a hostel.

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 the world.

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 find out 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

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.

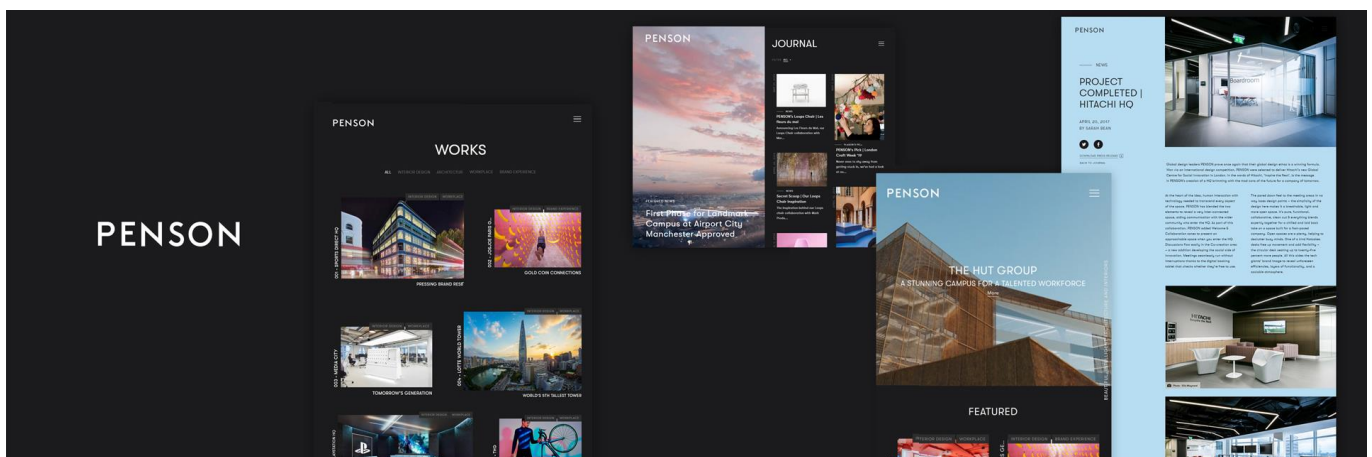
PENSON have brought energy and super-slick reinvention to the world of hospitality. Being renowned for creating game-changing brands that generate huge customer experience, PENSON co-created JO&JOE and its ethos, values, customer experience and interior design as a new model. JO&JOE embraces a liberated 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

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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