



**2024 RADICAL INNOVATION SPONSORSHIP**

Welcome to



“As the Founder of Radical Innovation, I’ve had the pleasure to interact with many incredible visionaries from all over the world who submit their projects to participate in Radical’s annual awards competition - celebrating the future of hospitality, design, travel, and architecture. Over the past 16 years, Radical has grown into a respected community of creatives that inspire change and shape the future.”

Leah S. Blank  
Managing Director  
info@radicalinnovation.io  
+1.470.363.4329



## **JOHN HARDY**

Founder & Chairman,  
The Hardy Group  
Founder,  
Radical Innovation



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# About Radical



Conceptualized in 2006, the Radical Innovation Annual Award Competition has been shifting the norm in the global hospitality industry by recognizing excellence in design, architecture, travel, products and more.

Radical Innovation is an initiative that challenges creative thinkers and design visionaries at the professional and student level to pioneer compelling innovations that fuel the future of the hospitality and travel industries.

Mobilizing innovators from around the world, Radical Innovation provides the platform for Real Estate Developers to join forces with design visionaries to connect, review, and brainstorm ways to disrupt the industry and bring innovations to market.

## **501(c)(3) CHARITABLE ORGANIZATION**

Radical Innovation Foundation is a 501(c)(3) organization . All donations are deductible to the full extent under the IRS Regulations. Exempt status is effective as of December 22, 2022.

# Values and Reach

**Innovation:** The primary value of the Radical Innovation competition is to promote and celebrate innovation within the hospitality sector. It encourages participants to develop groundbreaking concepts that challenge traditional norms.

**Creativity:** Creativity is highly valued. Participants are encouraged to create unique and innovative ideas that have the potential to reshape the future of hospitality.

**Sustainability:** Many entries in the competition focus on sustainability and environmentally friendly practices. Values such as eco-consciousness, responsible resource management, and social impact may play a role in the judging criteria.

**Accessibility and Inclusivity:** Concepts that prioritize universal design principles, cater to diverse demographics, and enhance accessibility for all guests are often well-received.

**Global Reach:** The competition attracts entries from around the world, showcasing a diverse range of perspectives and ideas. Radical has received student submissions from more than 55 countries. Past professional winners have been from prestigious firms like HOK, Arno Matis Architecture, INDIDESIGN, Cooper Carry, and Populous.



# Radical Process

**January:** Call for Entries

**June:** Submissions Close

**June – September:** Through a blind judging process, the jury reviews all submissions, and select the finalists. All innovations are judged on originality, creativity, design, feasibility, and quality of presentation.

**September:** Finalists are announced. Finalists are mentored by the Radical Innovation Jury and Advisory Board.

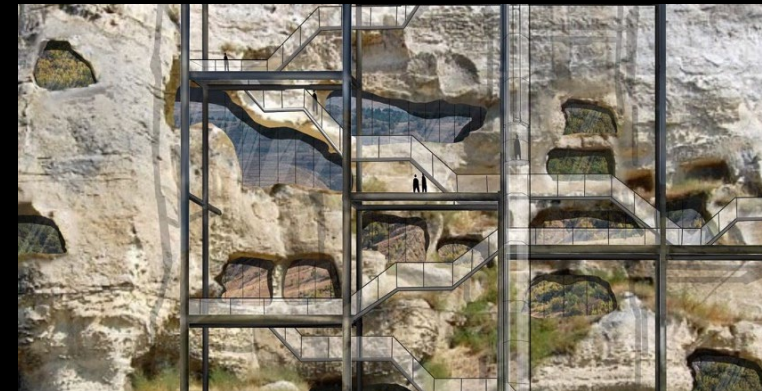
**September:** Voting Opens through the Radical Innovation website.

**October:** Finalists present their projects at an in-person event in NYC on Thursday, October 24<sup>th</sup> at Current, Pier 59. The live audience votes, and the winners are announced that evening.

# The Winner Is...



# Competition Categories



## PROJECT – PROFESSIONAL

A forward-thinking hotel concept that tackles existing challenges in the hospitality industry and/or envisions a futuristic solution to elevate the guest offerings.

A project that is in the early phase of the design process, in which the broad outlines of form and/or function are articulated or envisioned, or a real-world proposal looking for development partnership, project site or funding.

### KEY THEMES FOR EXPLORATION

Sustainability  
Community Impact  
Functionality  
Aesthetics

Technology  
Feasibility  
Scalability



## PROJECT – STUDENT



## PRODUCT – PROFESSIONAL

A forward-thinking product, system, or service that tackles existing challenges in the hospitality industry, and/or envisions a futuristic solution to elevate the offerings.

The product can be in the early conceptual phase of the design process, or a functional prototype, either ready for manufacturing or for market distribution.

### KEY THEMES FOR EXPLORATION

Sustainability  
Community Impact  
Functionality  
Aesthetics

Technology  
Feasibility  
Scalability



## PRODUCT – STUDENT

# Awards & Opportunities

The Radical Innovation Award Student Project winner will receive \$5,000 and the opportunity to apply for an Assistantship and full Scholarship from our University Partners.

- The University of Las Vegas Nevada (UNLV) offers the student design winner the opportunity to apply for an assistantship to their Masters of Architecture program.
- The University of Illinois offers a Teaching Assistantship to their School of Architecture to a qualifying student winner.
- NYU allows for the Student Winner to apply for a partial or full scholarship for a graduate degree from the NYUSPS Jonathan M. Tisch Center of Hospitality.

The Radical Innovation Award Student Product winner will receive \$2,500, and the opportunity to attend The Makerspace at Black Fire Innovation.



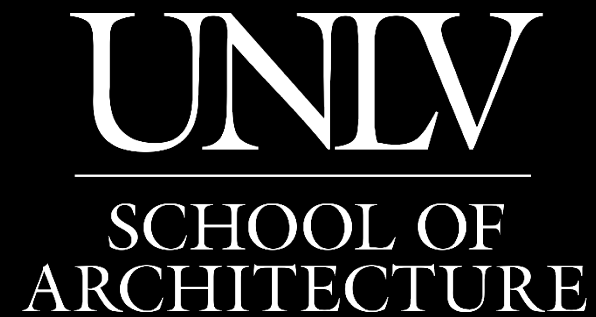


# Education Partners

The Radical Innovation Student Project Winner receives a cash prize, along with the opportunity to apply to one of our three Education Partnering Universities:

- The University of Las Vegas Nevada (UNLV) assistantship to their Masters of Architecture program.
- The University of Illinois Teaching Assistantship to their School of Architecture.
- NYU partial or full scholarship for a graduate degree from the NYUSPS Jonathan M. Tisch Center of Hospitality.

The Radical Innovation Student Product Winner receives a cash prize, along with the opportunity to attend The Makerspace at Black Fire Innovation., a resource of the UNLV Office of Economic Development.



# Award Ceremony & Dinner 2023

On October 24th, 2023, the 17th Annual Radical Innovation Award Ceremony and Dinner took place at the New Museum, gathering 120 industry visionaries, designers, architects, and real estate moguls.

Eran Chen, Founder and Executive Director of ODA, served as the Master of Ceremonies for the second consecutive year. The event featured a unique format with feedback from jurors and on-stage presentations by product winners.

The main event was a surprising rematch between the two professional finalists, Luxury Frontiers and Populous. The winners, The Turtle Bungalow and The Rocky Hotel, were announced during the formal dinner.

[Discover more on our website.](#)

[Go Behind the Scenes with Dan Ryan.](#)



# Select Past Winners – Success Stories



## YASMIN SOLIMAN, 2015 STUDENT WINNER

Yasmin's journey started with Radical Innovation in 2015, when she won the student category for her concept titled Adaptive Balloons.

In 2017, she crossed the ocean to the U.S. to pursue a Master's Degree in Hospitality Design from University of Nevada, Las Vegas (UNLV) as a result of an awarded two-year full scholarship from UNLV Graduate school.

She graduated in 2019 with a featured thesis project on DEZEEN; shortlisted in the annual Fentress Global Airport Design Challenge for her futuristic concept- AER-O75- of Atlanta Hartsfield Airport reimagined for the year of 2075. Yasmin works for Cooper Carry in Atlanta since 2019 and eager to continue pushing the limits for adaptive futuristic designs.



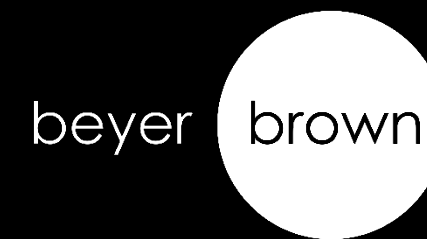
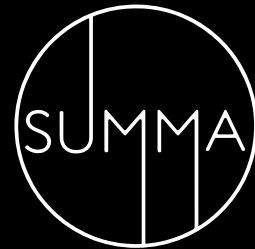
## CASPAR SCHOLS, 2017 STUDENT HONORABLE MENTION

Cabin ANNA was first acknowledged by The Radical Innovation Competition in 2017. Cabin ANNA, then titled, Garden House, was conceptualized by Caspar Schols, fulfilling his mother's dream to sleep under the stars in their backyard.

The esteemed jury recognized this projects as both a realistic and a futuristic idea that would change the hospitality industry.

The project has been featured in world renowned publications and has won multiple awards. In October 2020, the redesigned cabin was presented to the world and in 2021 the Holenberg resort opened, allowing people to experience the cabin firsthand. In 2023, Cabin ANNA is in production and the first 10 cabins are already purchased! [www.cabin-anna.com](http://www.cabin-anna.com)

# 2023 Sponsors



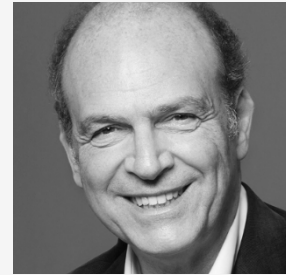


Radical  
Innovation

# PROJECT



**ERAN CHEN**  
Founder, Executive Director  
ODA



**CLAUDE AMAR**  
Managing Director  
The Hardy Group Int.



**RIKA LISSLO**  
VP of Development  
Hyatt Americas



**LARRY TRAXLER**  
SVP Global Head  
Architecture & Design  
Hilton Hotels



**ALEX LOPATYNSKY, AIA**  
Principal, Managing Director  
Cooper Carry



**JOHN HARDY**  
Chairman & Founder  
The Hardy Group



**MICHAEL MEDZIGIAN**  
Chairman & Managing Partner  
Watermark Capital Partners



**DAMIEN PERROT**  
Global Chief Design, Technical  
Services and Innovation Officer  
Accor Premium, Midscale &  
Economy Brands  
Accor SA



**JAMES WOODS**  
Partner  
Kompany Holdings

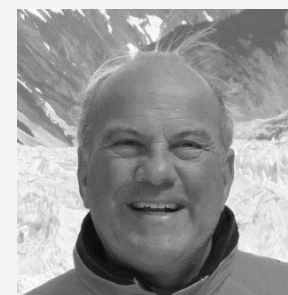


**CHRISTINA ZIMMER**  
Owner  
Zimmer Studio



**MARK FRIESEN**  
Principal  
Beyer Brown & Assoc.

# PRODUCT



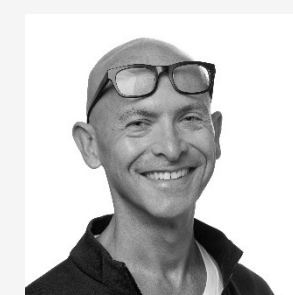
**DAN DOBIN**  
Chairman  
Valley Forge Fabrics



**ISAAC KUBRYK**  
CEO  
Global Allies



**JOHN EDELMAN**  
CEO  
Heller



**JOSH OWEN**  
Vignelli Distinguished Professor & Director  
Vignelli Center for Design Studies At RIT  
President, Josh Owen LLC



# Our Jury

# Advisory Board

<b>JUN AIZAKI</b>	Crème Architecture and Design	<b>ERIKA DRAY</b>	Watts & Dray	<b>GLENN NOWAK</b>	UNLV
<b>T.JACK BAGBY</b>	Cooper Carry	<b>KEVIN ERICKSON</b>	University of Illinois	<b>ROBERT RIPPEE</b>	Black Fire Innovation
<b>MAKI BARA</b>	The Chartres Lodging Group	<b>MISSY GOLDSTEIN</b>	DLR Group	<b>DAN RYAN</b>	Defining Hospitality
<b>SARAH BERMAN</b>	The Berman Group	<b>NINA GRONDIN</b>	Curioso	<b>KELLIE K. SIRNA</b>	Studio 11 Design
<b>LEAH S. BLANK</b>	The Hardy Group	<b>RACHEL HUNTER</b>	The Hardy Group	<b>CHAD SORENSEN</b>	CHMWarnick
<b>VANJA BOGICEVIC</b>	NYU	<b>DANIEL LESSER</b>	LW Hospitality Advisors	<b>ROBERT STILES</b>	RobertDouglas
<b>KEVIN CAREY</b>	AHLA	<b>VITO F. LOTTA</b>	LOTTA Hospitality Design	<b>BASHAR WALI</b>	This Assembly
<b>RAJ CHANDNANI</b>		<b>JULIA MONK</b>	M	<b>VANESSA WATTS</b>	Watts & Dray
<b>JENNIFER CHESEK</b>	Beyer Brown & Associates	<b>JEAN-GABRIEL NEUKOMM</b>	JG Neukomm Architecture	<b>MATTHIAS WINKLER</b>	Carrier Johnson + CULTURE

# Sponsorship Opportunities

501(c)(3) CHARITABLE ORGANIZATION



## PATRON \$20,000

- 5 tickets to the live event
- Logo on Website Sponsor Page
- Logo inclusion on Event Presentation
- Logo inclusion on Event Step and Repeat
- Inclusion in Press Release/Media
- Website Banner Ad (static)
- Promotional Item included in Swag Bag/Gift at the Event
- Social Media and Newsletter Acknowledgement
- Honorary Juror at the 2024 Event
- Stage Time at the Event
- Ability to co-host an external event
- Award named after your company



## VANGUARD \$15,000

- 4 tickets to the live event
- Logo on Website Sponsor Page
- Logo inclusion on Event Presentation
- Logo inclusion on Event Step and Repeat
- Inclusion in Press Release/Media
- Website Banner Ad (static)
- Promotional Item included in Swag Bag/Gift at the Event
- Social Media and Newsletter Acknowledgement
- Stage Time at the Event
- Ability to co-host an external event



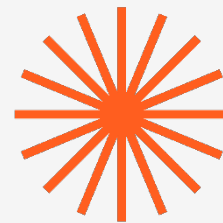
# Sponsorship Opportunities

501(c)(3) CHARITABLE ORGANIZATION



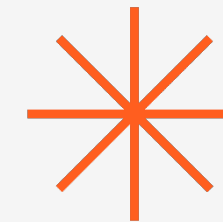
## VISIONARY \$10,000

- 3 tickets to the live event
- Logo on Website Sponsor Page
- Logo inclusion on Event Presentation
- Logo inclusion on Event Step and Repeat
- Inclusion in Press Release/Media
- Website Banner Ad (static)
- Promotional Gift at the Event
- Social Media and Newsletter Acknowledgement



## PIONEER \$7,500

- 2 tickets to the live event
- Logo on Website Sponsor Page
- Logo inclusion on Event Presentation
- Logo inclusion on Event Step and Repeat
- Inclusion in Press Release/Media
- Website Banner Ad (static)
- Social Media Acknowledgement



## EXPLORER \$5,000

- 2 tickets to the live event
- Logo on Website Sponsor Page
- Logo inclusion on Event Presentation
- Logo inclusion on Event Step and Repeat
- Social Media Acknowledgement

# Testimonials

“It is incredible and commendable for The Hardy Group to be able to initiate innovation every year consistently for such a long time. It proves that the hospitality industry is not just a business, but a platform to help the world experience different places, nature, cultures and more.”

ERAN CHEN  
ODA

“We are grateful for the support received from Radical Innovation and John Hardy. Their recognition and encouragement has been a crucial stepping stone in our journey towards success. We deeply appreciate their commitment to promoting innovative ideas and fostering a culture of creativity and entrepreneurship.”

OS ARODION VICTORY  
IGINOBARO  
Aero AI, Winner 2022

“There is an excitement in being involved with Radical. The cutting-edge thinking and innovation that comes to light every year is remarkable. Revolution in hospitality does evolve from this award. I am inspired every year by the creative individuals who think to transform our industry.”

JENNIFER CHESEK  
Beyer Brown

“Radical Innovation was a life-changing event to me with all what that means. Since 2015, my life has never been the same, Left home, got my Masters scholarship from UNLV, my thesis got shortlisted for another global design challenge and I got the chance to share it with the Boring Company – Elon Musk’s Infrastructure Foundation, I met and talked to people I never expected I’ll get the chance to meet with. RIA was the door that opened all this to me.”

YASMIN SOLIMAN  
2015 Student Winner

The logo features a stylized orange sunburst icon on the left, composed of several lines radiating from a central point. To the right of the icon, the text "Radical Innovation 2024" is displayed in a white, sans-serif font, stacked in three lines: "Radical", "Innovation", and "2024".

# Radical Innovation 2024

## CONTACT US

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