

No-star hotel

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Touted as the world's first "zero star hotel", the Null Stern hotel has been developed by artists Frank and Patrik Riklin, who conceived it as an art project, but after receiving sufficient interest have made it a full-time hotel. The hotel is a converted nuclear bunker in the small town of Sevelen and the price will appeal in these financially straitened times: just €7 a night. The concept is currently being transformed into a worldwide venture.

Why it matters

Consumers are increasingly seeking new ways to satiate their heightening desire for more extreme experiences. Is this an example of extreme entertainment now reaching hotels?

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