Ria Vogiatzi-Xenou is the Co-Founder and CEO of ELASTIC, a global award-winning firm of diverse and talented architects & interior designers, based in Athens with offices in London, Toronto, Dubai and Cyprus. Ria brings two decades of extensive experience in hospitality architecture and design. The sculptural approach of her design was the inspiration for ELASTIC, co-founded in 2005 alongside Principal Alexandros Xenos, which is now an international company of +100 architects & interior designers, specializing in high-end hospitality ventures. Fortune magazine recognized her as a Trailblazer for her international avant-garde design, she was awarded the World Woman Leader of Advanced Architecture by the Who is Who International Awards and has been announced as an Ambassador of Advanced Architecture. She is the first Greek judge in the AHEAD awards for Europe in London and has been awarded as "Architect of the Year" by the 100% Hotel Design Awards. Recently she was featured among the Top 10 Best Global Women Architects for 2023 by the global business platform "Global Woman Leader". Her projects have garnered international awards across the Americas, Europe and England and featured in prominent media outlets and publications around the world