

This Rainbow-Hued Hotel Is The Ultimate “Dopamine Destination”

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It's giving joy.

Given its popularity, there's a pretty good chance you've heard of “dopamine dressing” by now. The practice, which has become one of the year's most viral movements, involves dressing up to boost the mood. It's so buzzy, in fact, that it's started spilling over into other areas as well; dopamine decorating and dopamine gifting have also been dubbed major trends of late. The latest iteration of this, though, is arguably the most fun. Yes, dopamine destinations are officially a thing — and what better way to experience them than with a super colorful hotel to base your stay?

Of course, as with dopamine-boosting clothing or decor, hotels that follow this trend have to have some serious vibrancy — something that's harder to find than it may seem. A lot of stays have colorful accents here and there; however, hotels that are truly a vivid experience through and through are few and far between.

They're certainly out there though, and worth seeking out if you want a hotel that will greet you every morning with a burst of joy. So continue reading: From millennial-pink exteriors to buildings featuring basically every color under the sun, these are some of the most colorful hotels around the world that TZR loves.

Galleria Vik Milano



Courtesy of Galleria Vik Milano

Prepare to be literally immersed in color at Galleria Vik Milano, which is housed within the Galleria Vittorio Emanuele II in Milan's historical center. According to its site, the property boasts 89 unique rooms, each of which features art installations by Italian, Uruguayan, and international artists. The guest rooms' walls are finished in stucco Veneziano (an Italian design technique), with 20 different color variations. In fact, it looks more like a museum than a hotel — but one of the most vibrant variety.