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OCTOBER 2008

# Hotel Design

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# Hotel Design

TRENDS, FASHION & INSPIRATION



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Hilton Irvine (Caill.)

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W San Diego

PHOTOGRAPHY: ANGE SLVY



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## Tools of the trade

Since joining *HOTEL DESIGN* a year ago this month, I've had the privilege and pleasure of fine-tuning an already excellent publication to reflect the rapidly changing nature of the hospitality design and publishing industries.

You may have noticed a few additions along the way: a front-of-the-book news section; expanded coverage of industry movers, shakers and events in associate publisher Mary Malloy's Design Pulse column; and a focus on industry trends and how-to stories. Art Director Rob Ghosh's keen eye for layout and a beefed-up staff of talented editors are critical to making it all come together.

While our magazine's founding mission aims to showcase cutting-edge and inspirational hotel design, we know that our audience of designers, architects, purchasing agents, product vendors and hotel owners and managers also yearns for news that can really use, including exploration of issues related to the business of running a design firm in a fast-changing environment. Social, political, cultural and economic forces are key signifiers in tracking the "next big thing" in design, be it the rising wave of sustainable initiatives or the influence of emerging design influences abroad.

We're also committed to serving as a forum for fresh voices from the design and hotel industries. These experts and their wisdom are showcased in contributed columns. This month we welcome Lloyd Princeton, a prolific speaker on the management of design firms and designer/architect Anthony DiGiuseppe, whose work has been featured in these pages and who this month presents a case study on high-end bath design. Do you have a particularly strong point of view on industry issues or an expertise that you'd like to share with our readers? We'd be happy to consider publishing your observations in *HOTEL DESIGN*. Send your proposals to me at [psheehan@questex.com](mailto:psheehan@questex.com).

Regardless of all the changes here, our founding mission holds firm: to showcase inspired and inspiring hospitality design work. Check out this month's featured projects: New York's Jumeirah Essex House and W San Diego.

**Contest alert!** Just a few weeks remain to submit your recent design projects for *HotelWorld's* second Hospitality and Design Awards. Don't miss out on a chance to participate. Submission instructions can be found on page 52.



**Patricia Sheehan**  
Editor in Chief  
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# Hotel Design

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## Hotel Design mission statement

*Hotel Design* publishes the highest quality of hotel news, design and industry news. We identify, analyze and provide the industry with the most relevant information on the industry and feature stories emerging in business, technology and design. We provide a platform for industry professionals to share their expertise and to be recognized for their contributions to the industry.

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## Happy Thanksgiving!

**N**o, you're right. It IS only October. You haven't received your November issue a month early. No need to check the issue date on the front cover.

We have just returned from the HD Boutique show in Miami. It was great to be back with industry friends again after the reprieve from trade shows and conferences this summer.



**Mary Malloy**  
Associate Publisher  
mmalloy@questex.com

As I strolled the Miami Convention Center from pre-arranged booth appointment to pre-arranged booth appointment, I felt as though I was visiting with friends from home-to-home.

Having launched HOTEL DESIGN magazine back in 2003 I remember days during the early years trying to acquaint the industry with our publication and offering subscription forms. I would explain our circulation and describe how our beautiful book differs from others in the market.

I also took time during the show to man our booth. And, the entire time I was there we had people clamoring to get their hands on the September issue. They were excited to feast on the most recent project jewels and latest products that adorned the pages. I enjoyed hearing

their favorable comments and some insightful thoughts as to how we can continue to grow the publication and improve it even more.

Those days of asking "have you ever heard of HOTEL DESIGN magazine?" are long gone, I have realized. I asked it a few times this year and got replies of "Know it? I love it!" or "Of course I have heard of it! I await every issue with anticipation, and I keep every issue for reference."

While I know we are still a month away from Thanksgiving, please allow me to thank each and every one of you. I especially thank those industry partners who gave me an opportunity when I peddled the publication with just a "mock-up" with no circulation/BPA statement. You believed in me and in us. So, thanks to all of you. And, to those of you who have not yet shared our success, I invite you to do so!



**NETWORKING IN MIAMI** (top, l to r) Adriana DeMoura, MDM Design; Mary Malloy; Patricia Sheehan; Vicki Russo, Kravel; Michael Corea; and Frederic Marq, interior designer; (center, l to r) Carlos Alfaro, Grupo Kettal; Mary Malloy; Keith Steibler, Grupo Kettal; and Mitch Zerg, Mitch Zerg & Assoc.; (bottom, l to r) Adam Kubnyk, Global Allies; Neal Papayevs, Global Allies; and Ret Taylor, R.E. Taylor and Assoc.

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CIRCLE NO. 137



## La Quinta's "Vibrant" design

Redesigning a brand is never easy, especially when hundreds of properties are involved. But consumers expect things to be fresh, and those who stay with outdated looks do so at their own peril.

"A couple years ago, we decided it was time to start looking at new designs," says La Quinta President and CEO Wayne Goldberg.

The company hired five design firms and had each design a room, with no limitations. Using their Dallas Fort Worth-South location, La Quinta gave each firm a blank box to design and decorate. "The room of the future for us, so to speak," Goldberg says.

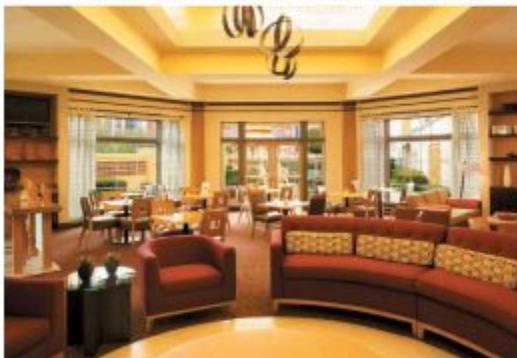
Once the rooms were complete, they had customers come in and stay in the five rooms and then held focus groups to see what worked and what guests preferred.

La Quinta now has three new basic design schemes—code-named Unique, Fresh and Vibrant—in their corporately owned hotels, along with a few additional styles for franchises.

Vibrant, a direct result of one of the original five test rooms, is one they use selectively, generally in more corporate locations or large central business districts. It is currently deployed in 26 hotels and is slated for use in a major new downtown Chicago property that will open in the first quarter of 2009. Locations done in the Vibrant style feature bolder colors and patterns than historically featured in La Quinta properties. Rooms showcase burnt orange, pale green and other surprising—but pleasing—hues. The lobby is awash in yellows and reds and even the fitness centers get into the act, with oversized corporate slogans and inspiring phrases splashed across a melon-colored wall.

The majority of the redesigned locations—about 50—are done in the Unique style, and 15 in Fresh, a more tropical look that is being used in locations such as Florida and Los Angeles.

"They all share the same element—you will not walk into one of those rooms and not realize that the hotel has been renovated. They're distinct," says Angelo Lombardi, EVP and COO. —Paul Henry



LaQuinta boasts three new basic design schemes for its corporate and franchise properties. The photos above show the "Vibrant" scheme, characterized by generous usage of bold colors and patterns.

## Calendar of industry events

**DESIGN HOTELS FUTURE FORUM**  
October 15-17  
Berlin  
[www.designhotels.com/futureforum](http://www.designhotels.com/futureforum)



**Russia & CIS**  
HOTEL INVESTMENT  
CONFERENCE  
October 21-22  
Moscow, Russia  
[www.russia-cisconference.com](http://www.russia-cisconference.com)

**THE SLEEP EVENT EXHIBITION**  
November 4-5  
London  
[www.thesleepevent.com](http://www.thesleepevent.com)

**INTERNATIONAL HOTEL/MOTEL & RESTAURANT SHOW**  
November 8-11  
New York City  
[www.ihnrts.com](http://www.ihnrts.com)

**GREENBUILD INTERNATIONAL CONFERENCE & EXPO**  
November 19-21  
Boston  
[www.greenbuildsexpo.org](http://www.greenbuildsexpo.org)

**SPATEC SPRING NORTH AMERICA CONFERENCE**  
February 18-21, 2009  
Orlando, Fla.  
[www.spatecna.com](http://www.spatecna.com)

**HOTELWORLD EXPO & CONFERENCE**  
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CIRCLE NO. 104



**DECO DELIGHT** Art deco elements recall an era of elegance and refinement in travel. The custom glass reception desk features stylized backlit glass panels, hand-carved with floral motifs that mimic existing art deco detailing. The warm light is reflected in an expanse of gleam marble and black marble floor.

# grand gesture

A refurbishment of New York's iconic Essex House gives a Jazz-age beauty tech-age enhancements

PHOTOGRAPHY / DURSTON SAYLOR

It takes no small amount of confidence for a designer to accept a commission as historic and beloved as New York's Jumeirah Essex House. Happily, Michael Flynn and Sandra Cortner, of Hirsch Bedner Associates, Atlanta, were up to the task.

Yet, always in the back of Flynn's mind as he worked was an awareness of the grande dame's famed pedigree, which stretches back 75 years. "It certainly was a challenge knowing that the hotel is an icon for locals as well as travelers," Flynn says.

The hotel's operator, Jumeirah, is new to the U.S. hotel scene and worked with HBA to discern a design vocabulary fitting for its debut. The 515-room hotel is in grand company though, as its sister

property in Dubai is the equally (if not more so) iconic Burj Al Arab. Jumeirah's operational and design standards are very high, to say the least, and yet working with the developer was a fluid process, Flynn notes. "They [Jumeirah] were quite flexible, but then this was their first U.S. project; their standards are still evolving. However, as far as style and technology go, they wanted to be cutting edge."

The redesign comfortably bridges the gap between the hotel's past, present and future. This is most evident in the guestrooms, which feature state-of-the-art technologies. A bedside touch-screen controls room temperature and lighting and provides contact with hotel guest services. The flat-screen TV





**TIMELESS STYLE** A guestroom (above) offers expansive views of New York City's Central Park, accented by accordion-fashioned blinds with a leaf pattern design. The lobby salon area (left) displays commissioned paintings and photos of the Manhattan skyline and Central Park as part of the hotel's artists-in-residence program.

and mini-bar are tucked inside contemporary wood cabinetry, which features leather-wrapped hardware.

Room finishes include plush golden carpet, red-velvet fabric and honey-toned book-matched wood veneers. The ostrich-print upholstered headboard includes a horizontal niche for artwork, which is up-lit with a custom-programmed, color-changing LED fixture that modulates to create a variety of moods in the room throughout the day.

As in many historic hotels, it's the "surprises" that often present the greatest design challenges. In this case, Flynn reports more than 70 different guestroom configurations kept the designers on their toes. "It was pretty much a hodgepodge," Flynn says.

The Jumeirah Essex House's showstopper of a lobby exudes a glamour and refinement absent from many newer high-concept, high-style hotels. Somehow we can't quite visualize a millennial-type visitor lounging in this space, hunched over a laptop, carry-out coffee or energy drink tableside. Not that they wouldn't be welcome. Instead, this decidedly luxe, but not stuffy, lobby calls for a decidedly grown-up, sophisticated attitude. It's kind of refreshing, don't you think?

—Patricia Sheehan

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CIRCLE NO. 123

## historic renovation



### PROJECT SPECS

**Project:** Jumeirah Essex House

**Project cost:** \$90 million

**Timeline:** summer 2006-fall 2007

**Design firm:** Hirsch Bedner Associates, Atlanta

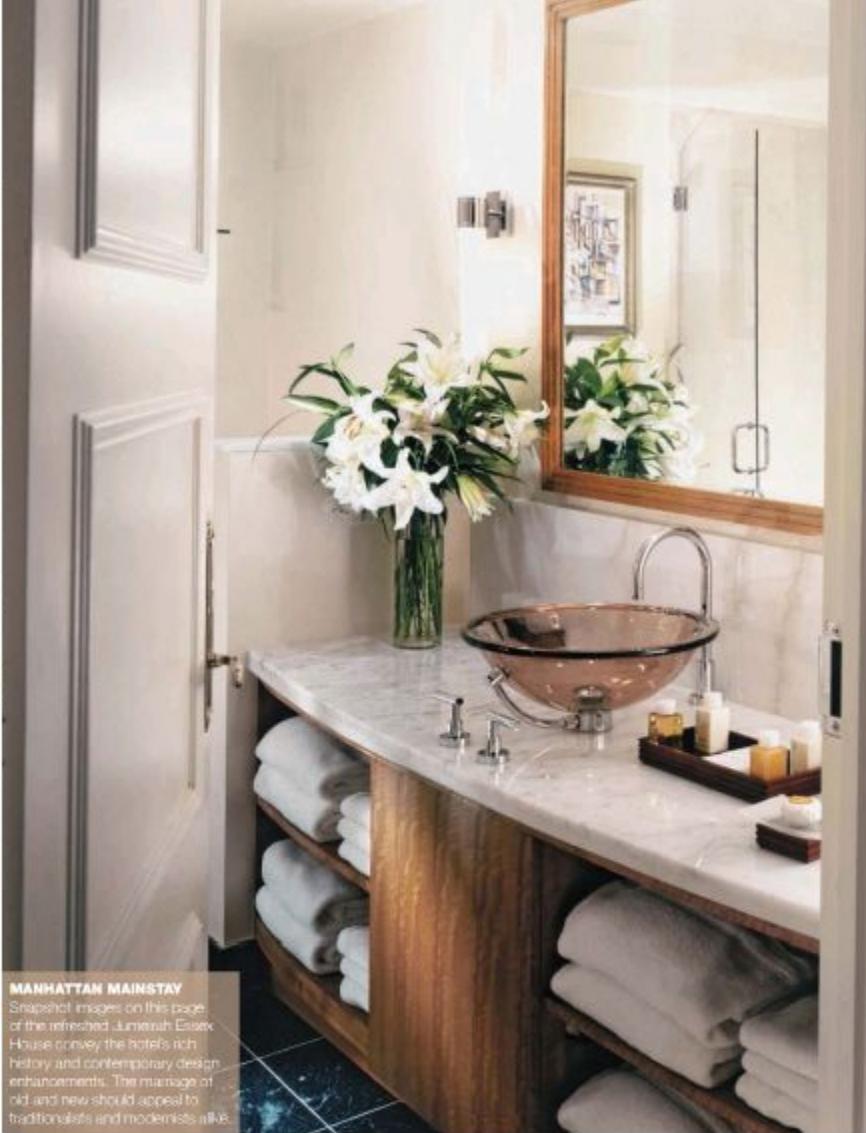
**Owner:** Jumeirah Group, Dubai

**Design Team:** Sandra Cortner, senior associate; Michael Flynn, senior designer

**Architect:** Stonehill & Taylor

**Art consultant:** International Art Collaborative

SOURCE LIST BEGINS ON  
PAGE 76



### MANHATTAN MAINSTAY

Snapshot images on this page of the refreshed Jumeirah Essex House convey the hotel's rich history and contemporary design enhancements. The marriage of old and new should appeal to traditionalists and modernists alike.



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## Raising the bar for guest satisfaction

**W**here is hotel bath design headed? Clients frequently ask me that question in the very beginning stages of a hotel's interior design. Why? Well, it's because the baths and the beds are the most important aspects of the hotel experience that the guest remembers, good or bad, and what they report to their friends, relatives and acquaintances.

As a designer of hotels, I am very critical of every place I stay, and I travel a lot. As soon as I



**Anthony J. DiGiuseppe**  
Principal  
DiGiuseppe Architect

enter a guestroom, my eyes examine all the elements that I consider important in room design and

I perform a mental checklist, especially when it comes to the bath. Is the lighting good? Do I have enough space to place my toiletries? How is the quality of the towels, and do I have enough? What are the bath products, and can I read the packaging labels? (The eyes are not what they used to be, as is the case for most of my fellow baby boomers.)

Recently I was asked by one of my clients, Grand Heritage Hotels International, to rethink the guestroom experience at the Providence (R.I.) Biltmore Hotel.

This 1910 historic hotel is the grande dame of Providence, a city that recently has experienced a resurgence in visitors and interest; no longer is the city just a gas stop on the way to Boston.

About two years earlier we had renovated 104 guestrooms at this property, and, as a result, the Biltmore has captured 70 percent of the market share of hotel occupancy. However, recently the market has changed: A Westin opened featuring a modern, urban design; the old Masonic temple was converted into a hip Renais-

**PEEK-A-BOO** The new see-through baths at the Providence (R.I.) Biltmore are a sleek differentiator from competing hotels in the city.



PHOTOS: HOTELS-KITTS.COM

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## bath trends

sance Hotel; and a new W will break ground next year. Modern, hip and chic hotel design has come to Providence.

The ownership asked me to create a design that would feature amenities that the other properties did not and ones that would appeal to a younger market. As a test, they took a set of six rooms on the top floors of the hotel and reworked them into five suites. We were given a tight budget of \$21,000 per room, including all materials and operating supplies and equipment. We had a four-month design window and a 10-week construction schedule to complete the project. We provided the interior design and procurement services for a fixed fee.

The standard Biltmore baths were small: no vanity space, only 5-foot tub/shower combos and mirrors with wall sconces above. We decided to break the mold and expand the bath into the guestroom space, which had never been done before. At the same time, we would add vision panels of glass to extend the bath experience into the bedroom areas of the rooms, which we had successfully incorporated at another project, the Emerson Resort and Spa, located in Mt. Tremper, N.Y.

The trend in bath design, as we saw it, was large vanity surfaces with single sinks, mirrors with built-in lighting all around the edges, vanities with rolled-towel storage, separate water closet rooms, separate glass-enclosed showers and free-standing soaking tubs with remote-controlled chromatherapy lighting that lit a feature wall of iridescent Italian tiles. We looked for the most

innovative, new and cost-effective solutions we could find, which included a new product for shower retrofits by Smart Showers that featured a great showerhead, six body sprays and a foot washer in a stainless steel surface-mounted panel.

We decided to keep the tile simple, inexpensive and white, and add the bang where the guest appreciated it most: great lighting and mirrors, 6- to 7-foot marble-topped vanities, a four-fixture bath, unexpected chromatherapy lights, great showerheads with body sprays and a separate water closet.

The design called for the glass vision panel to allow viewing only of the vanity and soaking tub areas from the room. If more privacy is desired by the guest, a roller shade made of a solarveil material is employed. Imprinted on the shade is the hotel's iconic face-to-face griffins, which were part of the hotel lobby's original decorative plaster work.

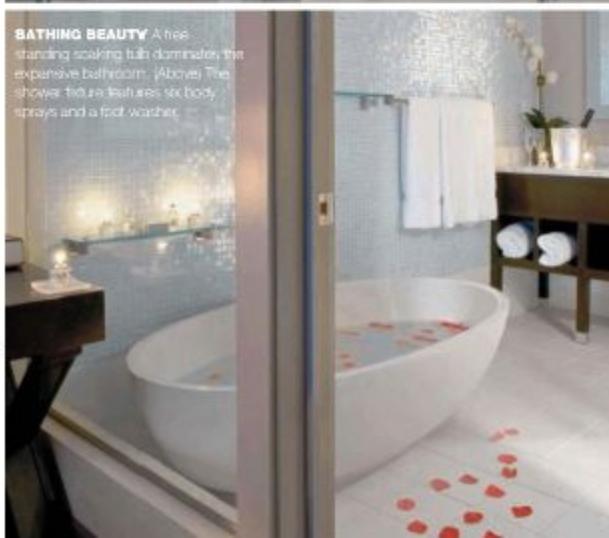
This was the *pièce de résistance* of the project that the general manager, Michael Allen, formerly of The Ritz-Carlton Hotel Co., liked the most. The rooms followed through with a modern tone-on-tone design that has an urban, residential feel.

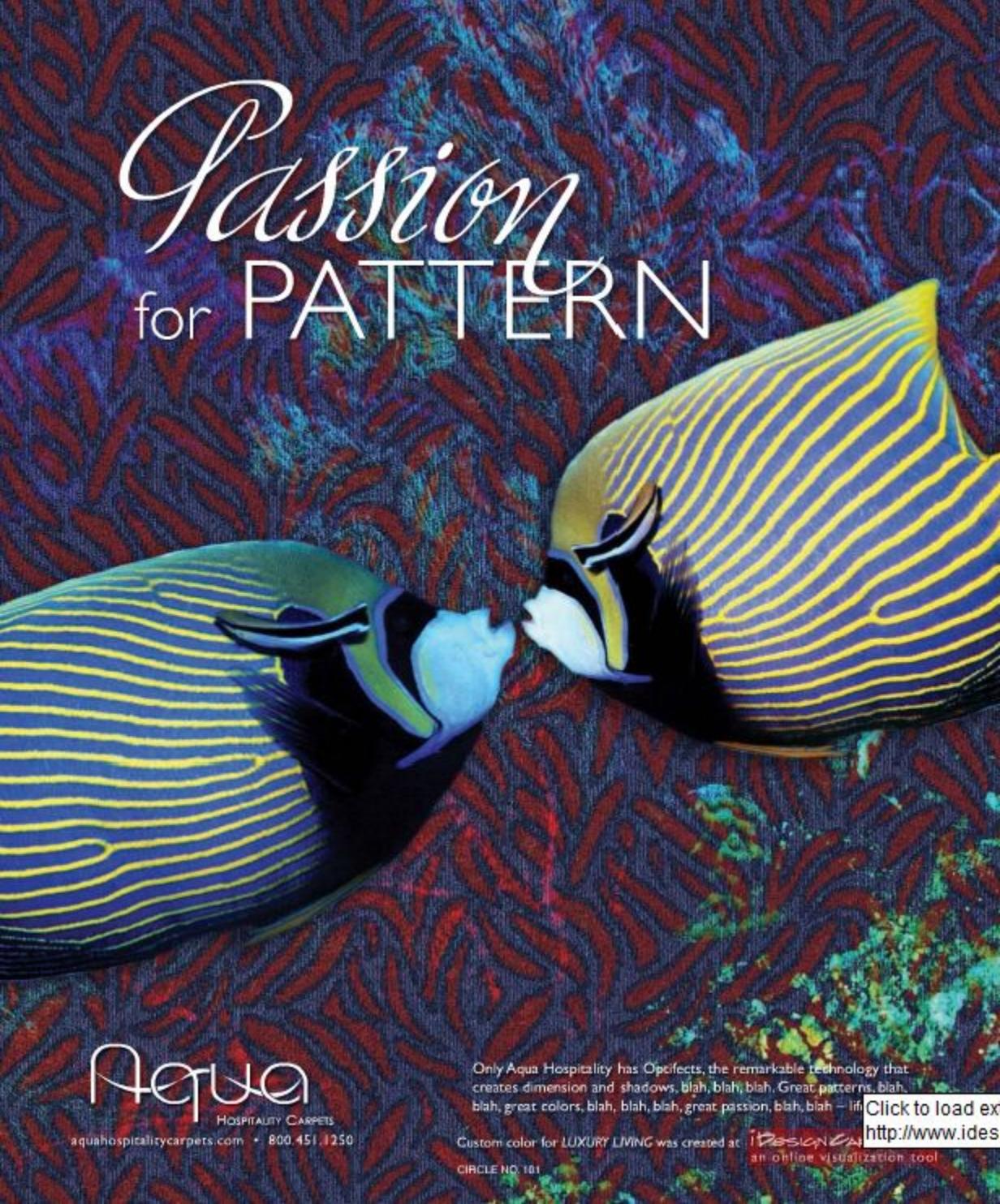
We designated these rooms the Spa Suites, each of which comprises about 500 square feet, and all of which have separate living areas, bedrooms and large baths.

*Anthony J. DiGuseppe is principal of DiGuseppe Architect, with offices in New York, Boca Raton, Fla., and Accord, N.Y. He can be reached at [diarcht@msn.com](mailto:diarcht@msn.com).*



**BATHING BEAUTY** A free-standing soaking tub dominates the expansive bathroom. (Above) The shower fixture features six body sprays and a foot washer.



The background of the advertisement is a dense, repeating pattern of stylized, teardrop-shaped motifs in shades of red, blue, and green. In the center, two angelfish are swimming towards each other, their bodies overlapping. They have a dark blue body with bright yellow horizontal stripes. The lighting creates a sense of depth and movement.

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CIRCLE NO. 101

# Setting the guestroom for the guest

**E**nergy controls and sensors in the guestroom and in public spaces help control temperature, ensuring comfort for the guest and a smaller electric bill for the hotel.

With energy-management systems, sensors detect a guest's presence in the hotel room through body heat. If the system includes a wall thermostat, the guest can set his or her desired temperature while in the room. When the door opens again, sensors scan the room to find body heat; if none is found, the system returns to a pre-set temperature with a fixed setback system, or to the furthest temperature it can drift and still return quickly to the occupant's desired setting with Recovery Time, a patented technology by Telkonet.

"If someone should leave the room and go out all day, there's nobody in the room, so it goes back to its pre-set state, where you have upper and lower limits as to how hot you want to get in the summertime and how cold you want it to be in the wintertime," says Craig Andersen, SVP at Dominion Lodging, who has Lodging Technology energy-management systems installed in 80 percent of the guestrooms in Dominion's 11-hotel portfolio.

"The systems are so seamless for the guest, they hardly even recognize they're in place, but it makes such a huge difference in the comfort of the guestroom," says Greg Owens, chief engineer at the 370-room Pfister Hotel in Milwaukee, which features Telkonet's Smart System.



HAMPTON INN HOTELS & SUITES

Outside the guestroom, temperature can be controlled in public spaces, which helps guests feel comfortable when traveling to different parts of the hotel. The Pfister

Hotel uses Johnson Controls Metasys Building Automation System in its ban-quet space and public corridors, Owens says.

—Emily Hanna

**ALL SET** In-room energy-management systems employ sensors that detect a guest's presence, allowing for automatic thermostat adjustments.



LOGGING TECHNOLOGY

## Savings account

**J**ust how much does a hotel save when it pays the price for energy controls and sensors? "It was a two- to two-and-a-half-year payback, and that, to me, was a no-brainer," says Mike Pivette, president of Wilmington Development Co., which owns three properties in Wilmington, N.C., and began using the GEM System from Lodging Technology 11 years ago.

Since then, energy costs have quickly been on the rise. Craig Andersen, SVP of Dominion Lodging, says some of his 11 properties have used the GEM System since the early- to mid-1980s, and one property served as a test unit for the technology. The results of the test showed the guestroom using energy controls saved 32 percent over the room that did not.

"That's a heck of a savings," he says. "Even years ago, when energy wasn't all that expensive." —Emily Hanna

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CIRCLE NO. 112



the look ahead



# Color Forecast

Neutrals give way  
to bold, rich color





PHOTO: FAIRMONT HOTELS

**C**ertainly, humans are drawn to color and have used it as a form of expression long before, and since, the time of Henri Matisse. But what is its role in modern hotel design? Will hospitality make more use of color in the upcoming year or stick to reliable neutrals?

Of course, many designers believe neutrals will remain the core of hotel design, especially in the guestroom. Their longevity, serenity and wide acceptance make them the safest choices, but increasingly, and to the satisfaction of many hospitality designers, hoteliers are warming up to punches of color. Used as accents, designers are employing strong colors—such as jewel tones and deeply saturated hues—to add touches of drama and newness to the dependable, serene and understated taupes, grays, whites and browns that often are the basis of hotel design. In other cases, intrepid designers and hoteliers are going full-tilt into the world of striking, memorable color, washing entire spaces in bold, mono-

chromatic hues, or incorporating several contrasting shades of the same intensity within a single space.

Though opinions may differ about what colors will be favored in the coming year, designers and other color professionals unanimously agree on this: Hotel industry clients—and the consumers they hope will become their guests—are increasingly savvy when it comes to design, and the element of color can, and must, follow suit.

Recent years have seen the popularity of sophisticated and nuanced neutral schemes, myriad greens, rich reds, serene blues, deep chocolates and even some bold and bright choices, such as orange. Principal and senior designer Connie Jackson of Wilson & Associates in Dallas predicts that 2009 will bring about “very sophisticated color schemes. Guests want something similar to their home—or something they wish their home was. People are much more aware of color trends than they were even five years ago,” she says,

Leatrice Eiseman, executive director of the Pantone Color Institute contends, “When you get back to fundamentals, neutral colors are the core,” especially in hotel design, where guestrooms typically are changed every seven years; lobbies and public spaces, every five. However, she adds that designers are expanding their definition of “neutral,” and, in the process, educating their clients accordingly.

“Our field of neutral colors has expanded vastly,” Eiseman says. “You need to convey this to your clients: It doesn’t have to be beige or gray to be neutral.” Blues can function as a neutral, she explains, as can green. “The point I try to make all the time is that Mother Nature surrounds us with all the shades of green. Look at flowers in all of their colors. Green is a background for all of them,” she says.

As for the conventional neutrals, Denise Turner, founder of Color Turners and member of the Color Marketing Group, predicts that grays will become darker, as in deep charcoal and hematite. Often, with metallic



“The use of expressive colors is felt to be one of the basic elements of the modern mentality, an historical necessity, beyond choice.”

—Henri Matisse

**COLOR YOUR WORLD** Color goes bold in design firm DLLeonardo International’s recent work. (Clockwise from top left) Hilton Memphis, Tenn.; Tropicana Mega-Resort, Las Vegas; Kempinski Hotel Yinchuan, China. (This page) Sophisticated blues color The Fairmont Monte Carlo Spa, Monaco, designed by Wilson Associates.



**PALETTE PLEASERS** The most daring uses of color are occurring in public spaces. Shown here is the Wilson Associates-designed lobby of the Disney Dolphin & Swan Resort, Orlando.

PHOTO: TISH-MAN HOTEL CORP.

and pearl embellishments, she says. As for browns, some of the deep chocolates of recent years will be lightened up to mid-tone shades, often with yellow and red overtones.

#### Bring on the color

Certainly, taupes, ivories, grays, browns and all of their neutral relatives are not going anywhere. However, at the highest end of the hotel spectrum, where hospitality design movements are dictated and trends are set, the industry's most innovative designers are ushering in color with no apologies.

WATG London associate and senior project interior designer Alison de Castella says in recent months, "We have been able to push color through, and we are finding that [clients] are much more open to the use of color;

that they are accepting it more and more." In New York, BBG-BBGM interior design partner Christina Hart goes one step further: "Our clients are hungering for more color. There is a real shift from the streamlined, neutral, clean environment. We're at the end of that."

Still, the most daring uses of color are occurring in public spaces, as opposed to guestrooms. De Castella currently is working on a Croatian project whose modern lobby dining room features a wall of intense red-textured glass. The color is repeated in dramatic overhead lighting fixtures and in artwork throughout the room.

In the guestrooms she is designing, de Castella says there is more subtlety, but the color palettes are fresher and livelier than in years past. "We are introducing

more color into the guestroom, but it is much more livable," she says. "For example, taupes paired with a fair turquoise, and spring greens."

Speaking to designers about their 2009 and 2010 projects reveals that blues and greens, so popular in recent years, are not going anywhere. They are, however, taking on fresh, modern incarnations by the manufacturers and designers who create hotel design.

Alluding to its environmental connotation, "Green has become more than just a color, hasn't it? There is almost a reverence for the very word," Turner says. Moreover, the economy—or more precisely, people's perceptions and reactions to economic conditions—influences the demand for green. As economic concerns rise,

so does the demand for the soothing hue.

However, as Jackson observes, the sage and gray-greens of the past several years are being "punched up to an emerald." Another fresh take de Castella predicts will be strong in the coming year is "a strong leaf green."

A project she currently is working on combines the color with a bronze-brown and olive. Eisenman says that in 2009 and 2010, "deep fir tree green and elegant, velvety greens" frequently will be seen, even in place of black. "They have the strength of black, but are much friendlier," she says.

As for blue, many designers predict widespread use of bright and blue-green choices, such as robin's egg, aqua and turquoise. Turner also has noticed deep blues with "mineral and stone influen-

# The Power Of Knowledge

TRENDS, FASHION & INSPIRATION

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## the look ahead



**DIAL IT DOWN** Soothing palettes rule the guestroom oasis, designers agree. Make it interesting with vibrant accent colors. (Left) A WATG-designed guestroom at the Grecotel Amalandes, Crete, Greece. (Right) A suite at the Park Pacific Singapore, also by WATG.



es" coming to the forefront, while the bright and light blue paired with brown trend is waning.

Clarity will become an important quality in the next year. Designer Beth Anne Krynicki of DiLeonardo International says, "Oranges, pinks, chartreuse greens and purples are being incorporated into many of the color ways being offered, which I believe will become the foundation for next year's color trends."

Like de Castella, Krynicki cautions that a lighter hand should be used in private spaces. "The guestroom is designed as the oasis for the guests to escape, relax and renew, so maintaining a subtle backdrop and using these vibrant colors to create intimate environments within the space is and will be the language for future guestroom color choices."

Turner also reiterates the

importance of clean, clear color. She says tropical hues, such as corals and aquas, will make their way into mainstream hotel design, even in non-resort environments. "What's coming out are clearer and brighter colors, especially in contrast to residential," she says, noting the finish of the materials themselves will play an important role. "In these brighter hues, tone-on-tone, textural applications, such as a matte paired with a sheen, are important."

Hart agrees. Recently, a BBG-BBGM client approved a design for a pink room (not in South Beach, by the way, but in Minneapolis.) "With different levels of chroma, [the colors] act as a neutral," she says.

Conversely, Hart adds another trend will be "this movement toward tradition, where we're seeing several colors of the same intensity

used together, as you would see in a Persian rug."

As Krynicki hints, purples will play a strong role in many soon-to-debut projects. Eiseman says bolder, dramatic uses of the regal hue will include fuchsias and deep blue-purples. More subtle applications will take the form of plums and aubergines.

De Castella is working on a project that pairs serene taupe with wine, and "a slightly patina-ed copper" throughout the room. 2009 even may see the resurgence of mauve. Chic, modern uses of the color pair it with amethyst, claret, blue and periwinkle—a far cry from the 1980s mauve and gray combinations.

Which brings up an important point: Are there any bad colors? Or are some maligned hues just misused and misunderstood? "I'm not a big fan of those 'what's in,

what's out' lists. It's context, context, context when you talk about color," Eiseman says. "What is the theme? What is the mood behind the color? Even if it's not as 'hot' as another color is, if it's right for the usage, then don't worry about the fact that it's not a 'big' color. Just bring some new color into the mix."

And if a client insists on beige? Just make it work. "Our challenge is to bring a color into play that will work with the beige and give it a whole new look. Combine those neutrals with colors that are unexpected," Eiseman says.

"The challenge today is to put the colors together in an interesting way; to make it new, fresh, yet still incorporating neutrals. Acknowledge the client's concerns. Listen to what they are saying, but make it memorable."

—Gina LaVecchia Ragone

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# Surf's up



Designer and "Queer Eye" alum Thom Filicia imbues the W San Diego with laid-back charm

PHOTOGRAPHY / ANGIE SILVY

City meets surf at W San Diego, where designer and television host Thom Filicia ("Dress My Nest"/"Queer Eye for the Straight Guy") is wrapping up renovation of the hotel's public spaces. Collaborating with the designers of W parent-company Starwood Hotels & Resorts Worldwide, and local "surf consultant" John Bishop, Filicia marries urban sophistication and a relaxed beach vibe.

Filicia's New York-based firm designed interiors long before he achieved fame as one of the "Fab Five" makeover specialists on the Bravo network's hit reality TV show. However, Filicia has leveraged that success to expand into hospitality design. His full-service firm,



Thom Filicia Interiors, has a staff of 18 with residential and commercial divisions.

Filicia's partnership with the W hotel group has been a happy one, he reports, and other collaborative projects are in the works. "I've learned to approach interior design [for a hotel] the same way I would for a private couple looking to renovate a house or for a TV show project. You have to understand a client's needs, personality and the architecture," Filicia says. "I also bring my distinct point of view. People hire me to elevate their aesthetic. They hire Thom Filicia, the brand."

And what is his viewpoint? "I like classic design rooted in an aesthetic that's fresh, current and timely. I'm a big fan of historical architecture and beautifully laid out spaces. That's my foundation, but I'm definitely all about the way we live in this moment.

"This hotel is all about young, fresh, kind of a hip feel with a San Diego point of view—easy and relaxed," Filicia says.

The W project comprised renovation of the hotel's Living Room lounge; the pool area, called Wet; and the poolside Veranda Bar. Design elements include bold prints, organic materials and intimate interior cabanas. The popular rooftop bar, Beach, begins renovation this fall. "It's important that hotels, even if they're part of a brand, have their own personalities," Filicia says.

—Patricia Sheehan

**BEACH CHIC** Hardly a surf shack, the W San Diego's public spaces create a welcoming and stylish social atmosphere. In the Living Room, wood-louvered indoor cabanas allow guests to recline in intimate privacy, while stylish table seating lets travelers conduct business, if needed.

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**PROJECT SPECS**

**Project:** W San Diego  
**Project cost:** \$2 million  
**Timeline:** completed August 2008  
**Owner:** W Hotels Worldwide  
**Design Team:** Thom Filicia, Megan Downing, Jodie Shields  
**Architect:** Delawie Wilkes Rodrigues Barker

SOURCE LIST BEGINS ON  
PAGE 76



**EASY LIVING** The Living Room (left) was transformed into a fresh space with warm and cool color tones. The Veranda Bar (above) incorporates cool blue ocean hues, sleek furniture and surfer-motif artwork.





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[rosenthalusa.com](http://rosenthalusa.com)

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## purchasing survey

This annual listing represents 36 companies that completed the survey out of 60 companies contacted. Dollar amounts represent the last 12 months ending June 30, 2008.

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Firm name	Contact name and information	Hotel client purchasing*	All client purchasing *	Hotel properties supplied*	Top lodging segments served	Regions
ACI, The Purchasing Professionals	Ann Myers <a href="mailto:ann@aciBuys.com">ann@aciBuys.com</a>	\$25 million	NA	NA	Midscale w/F&B, resort, upscale	Nationwide
ADM Associates	Debra Robinson <a href="mailto:debra@admbuys.com">debra@admbuys.com</a> <a href="http://www.admbuys.com">www.admbuys.com</a>	NA	\$56 million	12	Upper-upscale, upscale, resort	Nationwide, International
American Hotel Furnishings	Gregory Kadens <a href="mailto:gkadens@americanhotel.com">gkadens@americanhotel.com</a> <a href="http://www.americanhotelfurnishings.com">www.americanhotelfurnishings.com</a>	\$40 million	\$45 million	120	Midscale w/o F&B, economy, midscale w/F&B	Nationwide
Avendra	<a href="mailto:info@avendra.com">info@avendra.com</a> <a href="http://www.avendra.com">www.avendra.com</a>	NA	\$3 billion	4,500	NA	Nationwide, Canada, Caribbean
Bayfront Interior Resources	Diana Keithley (239) 948-2618	NA	NA	8	Upscale, resort, upper-upscale	Southeast, Caribbean
Becwood Purchasing	Robert Unger <a href="mailto:runger@becwoodpurchasing.com">runger@becwoodpurchasing.com</a> <a href="http://www.becwoodpurchasing.com">www.becwoodpurchasing.com</a>	\$632,000	\$991,000	3	Midscale w/F&B, upscale, midscale w/o F&B	Northeast
Benjamin West	Dede Kassel <a href="mailto:dkassel@benjaminwest.com">dkassel@benjaminwest.com</a> <a href="http://www.benjaminwest.com">www.benjaminwest.com</a>	\$335 million	\$335 million	250+	Upper-upscale, upscale, midscale w/o F&B	Global
Beyer Brown & Associates	Mark Friesen <a href="mailto:mark@beyerbrown.com">mark@beyerbrown.com</a> <a href="http://www.beyerbrown.com">www.beyerbrown.com</a>	\$75 million	\$75 million	30	Resort, all-suite, midscale w/o F&B	Nationwide
Carver & Associates	Larry Carver <a href="mailto:lcarver@carverassoc.com">lcarver@carverassoc.com</a> <a href="http://www.carverassoc.com">www.carverassoc.com</a>	\$250 million	\$250 million	80	Midscale w/F&B, midscale w/o F&B, upscale	Nationwide
Commercial Interior Decor	Doug Roby <a href="mailto:drobby@cidinc.net">drobby@cidinc.net</a> <a href="http://www.cidinc.net">www.cidinc.net</a>	\$0 million	\$14.5 million	61	Midscale w/F&B, midscale w/o F&B, resort	Midwest
Focus Interior Contracting	Margaret F. O'Neal <a href="mailto:margaret@focusintcont.com">margaret@focusintcont.com</a>	\$15 million	\$20 million	25	Upscale, resort, upper-upscale	Nationwide
Group One Partners	Karen Bradley <a href="mailto:karen@grouponeinc.com">karen@grouponeinc.com</a> <a href="http://www.grouponeinc.com">www.grouponeinc.com</a>	\$28 million	\$28 million	20	Midscale w/o F&B, all-suite, upscale	East Coast
Hatch Purchasing Corp.	Sean Hatch <a href="mailto:sean@hatchpurchasing.com">sean@hatchpurchasing.com</a> <a href="http://www.hatchpurchasing.com">www.hatchpurchasing.com</a>	\$22 million	\$22 million	25	Upscale, midscale w/F&B, upper-upscale	Nationwide
Hatchett Hospitality	Chris Robinson <a href="mailto:chris@hatchethospitality.com">chris@hatchethospitality.com</a> <a href="http://www.hatchethospitality.com">www.hatchethospitality.com</a>	\$70 million	\$70 million	190	Midscale w/o F&B, upscale, all-suite	East of Mississippi
HFS Concepts 4	Brent Lynch <a href="mailto:blynch@hfsc4.com">blynch@hfsc4.com</a> <a href="http://www.hfsc4.com">www.hfsc4.com</a>	\$93 million	\$93 million	32	Midscale w/F&B, upscale, midscale w/o F&B	West
Hospitality Design Consultants	Joel Miron <a href="mailto:jmiron@hospitalitydesign.biz">jmiron@hospitalitydesign.biz</a> <a href="http://www.hospitalitydesign.biz">www.hospitalitydesign.biz</a>	\$66 million	\$66 million	18	NA	National

**MARK FRIESEN**

Principal

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Vancouver • San Francisco • Chicago • Hong Kong

## Beyer Brown & Associates Limited Partnership

Value, service and execution: Beyer Brown & Associates has built its ever-growing reputation on these three commitments.

Our goal is to find exceptional value for our client's money. We carefully analyze and suggest cost-saving alternatives that will not detract from the hotel's design integrity and, at the same time, suggest spending money in strategic areas that will yield a higher return on investment and customer appreciation.

Service is the cornerstone of our company. Beyer Brown understands that our clients are rightfully demanding and expect to receive top quality service. We begin by listening and under-

standing the goals and objectives and then aligning our recommendations with these goals.

Execution is essential to the success of all projects. We know that without executing at the highest level, all of the hard work

and planning that has taken place is lost. Our energetic, assertive team of highly trained and experienced professionals thrives on success from beginning to end. Execution is our signature on a job well done.



CIRCLE NO. 102

**BIRCH STREET SYSTEMS**

3737 Birch St. #250

Newport Beach, CA 92660

Tel: (949) 567-7036

E-mail: info@team.birchstreet.net

Web: www.birchstreetsystems.com



## Birch Street Systems

Birch Street Capital Projects Management is the hospitality industry's first comprehensive solution for the management of multi-property hotel renovation projects. This unique solution arms project and brand managers with a tool specifically designed to manage hotel development and renovation projects and is fully integrated with procurement in a hosted, multi-property software application.

Featuring a dashboard view into all properties, project phases and orders – you can track project progress across your entire portfolio. Each property is given pre-configured

choices, phase or property, and automates timely ordering based on project timelines, brand standards, item lead times and property configuration (room count, room types, number of floors, etc.).

Capital Projects Management contains the following additional features:

- Project benchmarks tied to purchasing
- Smart catalog enforces brand standards
- Automated ordering, setup project phases, steps and

schedules

- Electronic purchase orders, approval routing



CIRCLE NO. 103

## purchasing survey

Firm name	Contact name and information	Hotel client purchasing*	All client purchasing*	Hotel properties supplied*	Top lodging segments served	Regions
Hospitality Purchasing Consultants	Bill McBain bill@hospitalitypurchasingconsultants.com	\$30 million	\$30 million	14	Resort, upscale, upper-upscale	Southeast, West
Invision Hospitality Supply	www.invisionsupply.com	NA	NA	400+	Midscale w/o F&B, extended-stay, all-suite	Southeast, Midwest, mid-Atlantic, Texas
Integrated Services Corp.	Barbara Perran (212) 532-5300	\$100-\$200 million	\$100-\$200 million	40-50	Upper-upscale, upscale, midscale w/F&B	Northeast, Southeast
J Mo	Joni Morishita jmo@comcast.net	\$8 million	\$8 million	10	Upscale, resort, upper-upscale	Nationwide
Martin Stringfellow Associates	Martin Stringfellow www.mbsca.com	\$100 million	\$100 million	25-35	Upscale, upper-upscale, resort	Nationwide
Neil Locke & Associates	Denise McKone denise@neillocke.com	\$112 million	\$112 million	52	Upper-upscale, upscale, resort	Nationwide
Patten Purchasing LLC	Lori Patten loripatten@sbcglobal.net	NA	NA	4	Midscale w/F&B, resort, upscale	Nationwide
Premier Purchasing & Design	Carol Myers myersc@ghotels.com	\$3.8 million	\$3.9 million	20	Midscale w/F&B, midscale w/o F&B, economy	East
Purchasing Associates	Gregory Loh gloh@painy.com www.painy.com	\$50 million	\$50 million	19	Upper-upscale, boutique, resort	East Coast, West Coast
Purchasing Management International LP	William G. Langmade wlangmade@pmconnect.com www.pmconnect.com	\$342.7 million	\$342.7 million	78	Upper-upscale, upscale, gaming	Nationwide, India, Latin America
Purchasing Partners	Sonny Dellinger sonny@purchasingpartners.com www.purchasingpartners.com	NA	NA	20	Midscale w/o F&B, all-suite, extended-stay	Nationwide
Ramsey Purchasing	Debra Kay info@ramseypurchasing.com www.ramseypurchasing.com	\$31.1 million	\$31.1 million	12	Midscale w/F&B, upscale, upper-upscale	Nationwide
Regency Hospitality Group	David Graber david@regencyhospitalitygroup.com	NA	\$10 million	NA	Midscale w/o F&B	NA
Royal Oak Purchasing	Russ Haber russop@ropanet.net	\$8 million	\$9 million	6	Upper-upscale, all-suite, upscale	West, Midwest
Selden & Co.	Mike Selden mike@seldenco.com www.seldenco.com	\$18 million	\$18 million	100+	Resort, upscale, midscale w/F&B	Florida, Caribbean, Mexico
Steckroth Hospitality Group	Bill Steckroth bill@steckrothhospitalitygroup.com www.steckrothhospitalitygroup.com	\$50 million	\$50 million	27	Midscale w/F&B, midscale w/o F&B, all-suite	Nationwide
Suite Simplicity	info@suitesimplicity.com	NA	NA	NA	Upscale, resort, upper-upscale	Nationwide
The Carroll Adams Group	Mike Kelle mike@carrolladams.com www.carrolladams.com	\$24.5 million	\$24.5 million	22	Upscale, resort, upper-upscale	Nationwide
The Parker Co.	Doug Parker dparker@parkerinternational.com www.parkerinternational.com	\$385 million	\$425 million	70	Upper-upscale, resort, upscale	Nationwide
The Stroud Group	Michael Orloff mike@stroudgroup.com www.stroudgroup.com	\$375 million	\$425 million	108	Upscale, upper-upscale, resort	Nationwide, International

\* Numbers are for the 12 months ending June 30

**DOUG PARKER**

President/CEO

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**THE PARKER COMPANY**

## The Parker Company

Approaching its 40th year, The Parker Company is one of the largest hospitality purchasing agents in the world. With offices in Miami, London, Amsterdam and Dubai, The Parker Company provides comprehensive FF&E and OS&E purchasing services for luxury and full service hotels, resorts, restaurants and stadiums with an annual volume exceeding \$400 million dollars.

The Parker Company uses the industry's most advanced Internet-based, proprietary, multi-currency purchasing software, *linx™*, which allows for 24/7 customer access to all project budgets, purchase orders, order status, accounting details and

CIRCLE NO. 139

provides for online PO review and approval.

The Parker Company dedicates itself to a hands-on approach from project teams headed by project directors with more than 20 years experience

with the company. With a proven methodology, global sourcing, and significant buying power, The Parker Company is ideally suited to handle any project anywhere in the world.

**BILL LANGMADE**

President, LEED A.P.

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**P | M | I**

Purchasing Management International, L.P.

## Purchasing Management International

Purchasing Management International is one of the largest volume hospitality procurement agents in the industry that supplies furniture, fixtures and equipment to the hospitality and gaming industries.

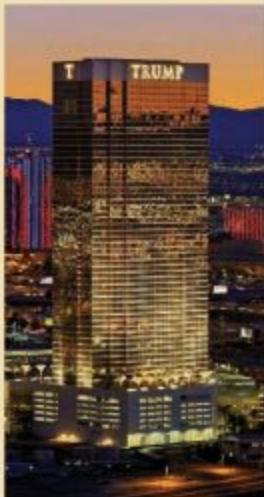
Founded in 1994, PMI has globally sourced, purchased and installed over \$1.5 billion in casino, resort and hotel furnishings, operating equipment, systems and construction materials worldwide. PMI's mission is focused on providing unparalleled purchasing services while continuing to expand its global reach in order to remain

the leader in procurement and sourcing.

Headquartered in Dallas, PMI employs 60 purchasing specialists at four worldwide office locations, with satellite offices in Las Vegas, Cancun and New Delhi, India.

PMI is on the forefront of green business practices in the hospitality and casino/resort industries. President Bill Langmade is a Leadership in Energy and Environmental Design (LEED) Accredited Professional. PMI assists clients in compliance with the LEED Green Building Rating System.

Trump Tower, Las Vegas



CIRCLE NO. 129



**BRENT LYNCH**

3229 E. Spring St., Suite 200  
Long Beach, CA 90806  
Phone: (562) 424-1720  
Web: [www.hfsc4.com](http://www.hfsc4.com)

## HFS Concepts 4

With an emphasis on the total design solution, HFS Concepts 4 brings together the disciplines of Architecture, Interior Design, Procurement and Construction Management to enable clients to realize their vision for virtually any hospitality project. HFS Concepts 4 has a world-renowned team that can bring even the most ambitious projects to life from concept to completion.

The Las Vegas showroom features 34,000 square feet of deluxe guestrooms, suites and vendor showcases, with cutting-edge contemporary concepts

and luxurious, classic schemes.

HFS Concepts 4 has a sourcing office in Shanghai coordinating the production of custom casegoods, lighting and other hotel products. This enables the firm to design and manufacture custom FF&E concepts with a single point of control.

HFS Concepts 4 is internationally recognized for its ability to create award-winning design solutions while recognizing the paramount constraints of schedule and budget. Our history is based on translating the needs of our clients into reality.



**HFS**  **CONCEPTS 4**

CIRCLE NO. 113



**CHRIS ROBINSON**

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E-Mail: [chris@hatchethospitality.com](mailto:chris@hatchethospitality.com)

## Hatchett Hospitality

Design, purchasing, transportation, and installation: Hatchett is the only company that handles all of them in-house.

More than 200 employees deliver the highest possible quality at the lowest possible costs, with personalized service and on-time performance.

Hotellers can conveniently visit a design center in Memphis, Atlanta, or Dallas-Fort Worth to work with the company's designers and purchasing professionals.

Transportation issues are always a challenge, so Hatchett provides a solution that's unique in two ways: (1) owning a fleet of delivery trucks – 26 sleeper truck

cabls, more than 130 trailers, plus about 40 vans and trucks, and (2) consolidating products at a 65,000-sq.-ft. warehouse in Memphis.

This means less product handling and damage, lower transportation costs – especially important in today's economy – and more predictable delivery

to your job site.

The FF&E process isn't complete until products are properly installed to manufacturers' specifications – and Hatchett uses trained in-house crews to get every job done right.

In FF&E, two words make all the difference – Hatchett Hospitality.



CIRCLE NO. 107



**HATCHETT HOSPITALITY**



### HOTELWORLD EXPO & CONFERENCE

March 2-5, 2009  
Las Vegas Convention Center  
Las Vegas, NV  
Web: [www.hotelworldexpo.com](http://www.hotelworldexpo.com)



## HotelWorld Expo & Conference

Brought to you by the publishers of Hotel & Motel Management and Hotel Design magazines, the HotelWorld Expo and Conference is designed to bring together hoteliers, designers and other key executives for an impressive networking opportunity and educational gathering. HotelWorld, successfully launched in 2008 as part of International Hospitality Week, is the co-location of four dynamic events that brings together all segments of the hospitality industry.

More than 250 exhibitors on the trade show floor will offer hotel owners, operators and purchasing agents a one-stop-shop for the industry's

most innovative products and services. Highlights on the show floor will include the International Hospitality Design Center and the GreenWorld pavilion featuring sustainable products from around the globe. The show also includes a world-class conference program led by industry experts and networking at some of Las Vegas' hottest properties, along with the 2nd Annual Global Hospitality and Design Awards.

HotelWorld Expo & Conference will be held March 2-5, 2009, in Las Vegas at the Las Vegas Convention Center. Visit us at [www.hotelworldexpo.com](http://www.hotelworldexpo.com) for more information.



### BILL MCBAIN

President  
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## Hospitality Purchasing Consultants

Hospitality Purchasing Consultants (HPC) is a boutique FF&E purchasing firm that provides a high level of attention and service to our clients.

HPC acts as a fiduciary agent for our clients and charges a flat fee for our services. HPC specializes in luxury resort hotels, resort condominium projects and full-service hotels.

Current project locations include Rome, Brussels, Quebec, Melbourne, Los Angeles, Dallas and Washington, D.C.

HPC also provides FF&E valuation, technical advice, due diligence and consulting services to lenders and hotel ownership groups.

Bill McBain is the President/ Founder of Hospitality Purchasing Consultants and has 10 years of hotel sales/management experience along with

13 years of hospitality FF&E purchasing experience. HPC is based in Highlands Ranch, Colo.



CIRCLE NO. 109



**WALTER JONES, JR.**

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E-mail: [info@invisionsupply.com](mailto:info@invisionsupply.com)



## Invision Hospitality Supply

Invision Hospitality Supply is a leader in providing single-source hospitality design, FF&E purchasing, project management, and installation services. With locations in Griffin (Atlanta), Memphis, and Raleigh, we serve clients effectively with our nationwide sales force, state-of-the-art showrooms, talented design staff, dedicated InvisionCare<sup>SM</sup> customer service process, and fully integrated purchasing software system.

Our team of project sales and design professionals will work closely with you to understand your needs and build a comprehensive, customized package of products and services. Addi-

tionally, we offer web access to InvisionCare<sup>SM</sup> project tracking logs, making instant online progress updates available 24 hours a day, 7 days a week.

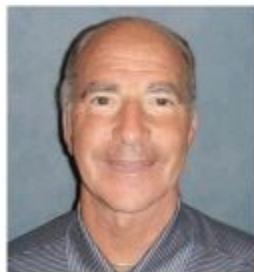
Invision has successfully completed FF&E projects with outstanding hotel brands

throughout the U.S. and in Canada. We have developed a keen ability to create the most attractive design possible within a price range to fit varying purchasing budgets. Success begins with vision – Invision Hospitality Supply.



Hampton Inn & Suites, Opelika, AL

CIRCLE NO. 115



**NEIL LOCKE**

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Phone: (630) 285-9085  
Fax: (630) 285-9086  
[www.neillocke.com](http://www.neillocke.com)



**neil locke & associates**  
Hospitality Procurement

## Neil Locke & Associates

Neil Locke & Associates consists of veterans of the hospitality procurement industry who have combined their expertise to provide the highest quality FF&E procurement services at costs that represent true value.

Acting as an advocate for our clients, we believe in constant communication involving the entire project team. This symbolic working relationship allows ideas to flow freely and decisions to be made effectively.

Our policies and procedures are flexible to accommodate the unique requirements that each new project brings with it.

The concept of time payment in the early stages of the

development process allows work to be completed in a disciplined and diligent manner, and reduces project costs in the later stages.

When you choose Neil Locke & Associates, you will have the company's senior management

involved from start to finish. Our years of experience in working with the world's largest hospitality clients have taught us to apply careful scrutiny and exacting management standards to bring about a successful completion to each and every project.



CIRCLE NO. 125

**DAVID SHULMAN/ PAUL JONES**

Principals  
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Calabasas, CA 91302  
Tel: (818) 224-2200  
Fax: (818) 224-2209



## Project Dynamics, Inc.

Project Dynamics, Inc. is a privately held, joint venture between David Shulman and Paul Jones (PJ). Established in November of 2000, Project Dynamics was created to provide comprehensive professional FF&E and OS&E consulting, procurement and expediting services, while maintaining the highest ethical business practices in the industry.

Over the past eight years, Project Dynamics, which was initially a three-person operation, has grown to a company with more than 25 employees. With offices in both Las Vegas and Los Angeles, Project Dynamics has more than 40 clients, with projects located in the U.S.,

CIRCLE NO. 128

Canada, Mexico, South America, the Caribbean and Europe.

With a specialty in the highly designed independent, luxury and mega resort markets, Project Dynamics has carved its own unique niche in an already niche-type business. Challenging, unique and highly specialized projects that many companies

shy away from are the ones that most intrigue Project Dynamics.

Thanks to continued support from our clients, the designers and architects with whom we've worked and the vendor community, Project Dynamics' future shines bright. We welcome you to visit our website at [www.projectdynamics.com](http://www.projectdynamics.com).



Jennifer Ramsey

**RAMSEY PURCHASING**

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San Francisco, CA 94104  
Phone: (415) 399-0606  
Fax: (415) 399-0635  
[www.ramsey purchasing.com](http://www.ramsey purchasing.com)

## Ramsey Purchasing

Ramsey Purchasing is a San Francisco-based firm, specializing in FF&E purchasing management services and related consulting for the hospitality industry.

Ramsey Purchasing assists the hospitality owner by ensuring that:

- The best value is obtained for each product.
- Full disclosure of product availability, pricing and design implications is available.
- The project remains to the best interest of the owner, operator and guests.

Ramsey Purchasing operates

as a fee-based company that assesses the distinctive needs of each project. Strategic planning, budgeting, competitive bidding, value engineering and a foundation of industry sourcing combine to enhance our com-

mitment to exceed client goals, both fiscal and aesthetic. Since 1987, we have developed our reputation as a reliable, on-time and savvy purchasing firm.

**RAMSEY ASSOCIATES**

Celebrating the Opening of the InterContinental San Francisco

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**BILL STECKROTH**

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## Steckroth Hospitality Group, Inc.

Steckroth Hospitality Group, Inc. (SHG), located in Boca Raton, Fla., has provided a range of inter-related professional services to the hotel and resort community since 1986 based on the specific needs and strategies of its clients and structured conservatively to maximize their effective return on investment.

Hotel real-estate brokerage, capital acquisition, creative



exterior and interior design concepts and accurate and timely FF&E purchasing enable SHG to provide its clients with the

necessary options to ensure on-time delivery and under-budget projects.

As an innovator in spec writing and purchasing software, SHG is currently set to release its web-based spec writing, purchasing and tracking platform which enables its designers, purchasing staff and clients to efficiently create, track and increase the velocity of their project-related data.

CIRCLE NO. 136



**ROBERT MAYER**

President & C.E.O.  
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*Suite Simplicity*  
 Making Hospitality Profit, Fun and Easier

## Suite Simplicity

The hospitality industry now has a turnkey operation for furniture, fixtures & equipment (FF&E). From the bathroom to the hotel suite and into any public space, Suite Simplicity brings customized solutions to hotels, resorts, casinos, spas, nightclubs and restaurants.

Suite Simplicity provides a relationship-based approach to manufacturing. Understanding the importance of the guest experience and loyalty, Suite Simplicity delivers the ideal environment based on its client's vision. In-house engineering, manufacturing, logistics and design teams ensure immediate

shipping, superior quality and unbeatable pricing. Products are delivered on time and on budget, all with a lifetime guarantee.

Suite Simplicity leveraged years of experience in the hospitality industry as the internationally known bathroom manufacturer, DECOLAV – synonymous

with eye-catching design, exceptional quality and unprecedented customer service. Together, Suite Simplicity and DECOLAV can manufacture a unique concept for your space or bring your own creations to life, either way delivering a one-of-a-kind environment.



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INDON is a producer of fine furniture designed expressly for hotels, resorts and timeshares. Our quality casegoods and upholstery can be found in mid to luxury properties large and small.

Submissions due October 31

# CALL FOR ENTRIES

Announcing the second



**hotelworld**  
GLOBAL HOSPITALITY & DESIGN AWARDS

Las Vegas, March 3, 2009

Brought to you by

**Hotel Design**

## DESIGN PROJECTS THAT SHOULD BE ENTERED:

Any hotel design project completed after July 1, 2007. Older projects will be disqualified. No projects that were submitted for HotelWorld Global Hospitality & Design 2008 will be considered.

## DESIGN AWARD CATEGORIES

- Best guestroom design in luxury, full-service and limited-service segments
- Best lobby/public space design in luxury, full-service and limited-service segments
- Best restaurant/lounge design in luxury and full-service segments
- Best sustainable design
- Best spa design
- Design of the year

Please visit us at [www.hotelworldexpo.com](http://www.hotelworldexpo.com) for a complete list of hospitality award categories

## ENTRY FEES:

An entry fee of \$100 per submission will be required. There is no limit on the number of entries that can be submitted for any award.

Multiple entries from the same source can combine payment for entry into one check or credit card payment.

## JUDGING:

Each entry will be read by multiple judges from the editorial staffs of *Hotel & Motel Management*, *Hotel Design* and *Luxury Hotelier* magazines. Entries also will be judged by the HotelWorld Global Hospitality & Design Award judging panel, consisting of qualified hospitality and design experts.

## AWARD NOMINEES:

Nominees will be notified in January and will be invited to attend the award ceremony held in Las Vegas, March 3, as a special guest of the HotelWorld Global Hospitality & Design Award team.

## AWARD WINNERS:

Final winners of the awards announced at the award ceremony will be featured in special issues of *Hotel & Motel Management*, *Hotel Design* and *Luxury Hotelier* magazines directly following the show. The winning award entry details and photo submissions will be highlighted in each publication along with editorial coverage about the event.

## ENTRY DETAILS (Each project must be submitted in triplicate)

- Each submission should include a maximum 2-page typed description of the project, including the property name, dates of construction, whether the project was a new construction or a renovation, a summary of the project's principal features—including design intention, challenges, resources, budget and the project's owner. Other specifications can be included as warranted. Special specifications are needed for the entry in the best sustainable design category.
- A minimum of seven (7) and a maximum of twelve (12) photographs of the property. The photographs must be burned onto a CD and must be at least eight (8) inches by ten (10) inches in size and have a minimum resolution of 300 dpi. Images must be reproduced on 8x10 paper print-outs and clearly marked in a binder with the entry. The photographer's name and contact information must be included. Accepted formats are .jpg and .tif.
- A low-resolution print or contact sheet of all the submitted photographs
- Complete an entry form (found online at [www.hotelworldexpo.com](http://www.hotelworldexpo.com)) You can type or print on the entry form. Attach the form to your entry and include with your payment. Illegible entry forms will be disqualified.

## SUBMISSIONS DUE OCTOBER 31

Download your entry form at [www.hotelworldexpo.com](http://www.hotelworldexpo.com)  
Send your entry form "attention to:" HotelWorld Expo & Conference Awards, 600 Superior Ave. East, Suite 1100, Cleveland, Ohio 44114

Have questions? Contact us at [hotelworldawards@questex.com](mailto:hotelworldawards@questex.com)

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*The Luxury of Light*



Photo: P. H. H.

**THE BENTLEY COLLECTION™**  
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# GREEN

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Majestic Mirror has gone green from the top to the bottom. Whether it's the dedication of CEO Alan Mandel working in the great outdoors of Colorado, gaining our ISO-14001 certification or becoming a member of the U.S. Green Building Council, Majestic Mirror is serious about improving the environment. Everyday we strive to use green materials in all of our building and manufacturing processes.



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MIRROR & FRAME



# TRENDLINES presidential suites

BY HEATHER GUNTER

**P**residential suites are one of the most extravagant and well-appointed spaces in hotels. The size and amenities of these glamorous suites—not to mention the cachet—can demand up to \$50,000 a night.

A presidential suite should have a “wow” factor, says Cheryl Rowley, president of Cheryl Rowley Design. It should represent the hotel at its highest level of quality and comfort.



Cheryl Rowley

A presidential suite should maintain the hotel's design aesthetic while offering one of the most lavish and luxurious spaces in the hotel, says Stanford Hughes of Brayton + Hughes. “Presidential suites are designed for the elite guest,” he says. “They are savvy travelers who expect elegance and luxury that rivals their own home.”



Stanford Hughes

At a five- or six-star hotel, the firm designs for the guest who is surrounded by high standards of luxury on a daily basis, Rowley says. “From diplomats and heads of state to rock stars and celebrities, what should come across in the design is that no expense was spared to create a uniquely special and exceptional space.”



Bob LaCour

For a four-star hotel, the design is geared for an executive or a special occasion client for whom the image of the presidential suite is important, Rowley says. “There might also be a functional component, such as business meetings or special occasion events.”

Bob LaCour, a designer with Cheryl Rowley Design, says the presidential suite at Hotel Monaco Alexandria (Va.) follows the brand's overarching design guidelines of comfort and welcome, but also has an expectation of discovery, novelty and whimsy. “The suite's interior is an ornately rich environment that echoes Alexandria's history and fuses it with the adventurous forward-moving spirit of exploration abroad,” he says.

For the InterContinental San Francisco, Hughes knew the suite would be the owner's San Francisco home. “They wanted the space to be sophisticated and suitable for entertaining,” he says.

Furnishings and fabrics were selected from high-end showrooms and manufacturers. “While these are items that would typically be used in high-end residences, we make sure to select pieces that are suitable for hotel use,” Hughes says.

In a five- or six-star hotel, the presidential suite will have a unique scheme for casegoods and softgoods, Rowley says. Four-star hotels might use an upgraded scheme rather than a completely unique scheme, but there may be the requirement of unique furniture pieces for a foyer, living room or dining room that is not in the standard guestrooms or junior suites, she says.

“In all cases, art and accessories play a significant role in creating the ‘wow’ factor and creating the unique, special quality of the presidential suite,” Rowley says.

## InterContinental San Francisco

The 2,000-square-foot presidential suite is on the top two floors of the new-build hotel. It has two terraces, one with a fire pit. The master bedroom has two master bathrooms and a walk-in closet. The owners wanted a sophisticated space suitable for entertaining, says Stanford Hughes of Brayton + Hughes. A cream and sky blue palette evoke the feeling of being in the clouds. The suite features Murano glass pendants and floor lamps, a grand piano, custom-designed area rugs and a high-end entertainment system. Hughes' favorite aspects are the 180-degree views looking south, west and north. “While sitting in the living room or dining room, or even while soaking in the tub, you can look out at the skyline of San Francisco,” he says.



PHOTOGRAPHY: RIEN VAN RIJTHOVEN

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CIRCLE NO. 101

# TRENDLINES presidential suites

## Hotel Monaco Alexandria (Va.)

The 1,600-square-foot presidential suite at the Hotel Monaco Alexandria takes its inspiration from the city's rich military history and a culture of seafaring travel. Bob LaCour, a designer with Cheryl Rowley Design, says it holds to the brand's overarching design guidelines of comfort and welcome, but also an expectation of discovery, novelty and whimsy. It features a dining table and separate sitting area, both seating up to six guests. The wet bar, queen-sized sofa bed and connecting king bedrooms create flexibility to sleep up to six guests or accommodate up to 20 guests for a reception or meeting. The full bath featuring a Fuji tub and separate shower add to the overall feeling of comfort. LaCour's favorite aspect is the eclectic juxtaposition of colors and pattern with the subtle references to the hotel's historic surroundings that create a space that is unique.



PHOTOGRAPHY: DAVID PHELPS

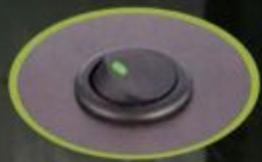
PHOTOGRAPHY: MARRIOTT INTERNATIONAL



## Renaissance Boston Waterfront

In the new-build hotel, the 1,500-square-foot presidential suite features 10-foot ceilings and floor-to-ceiling windows, so the space feels generously apportioned and filled with natural light, says Cheryl Rowley, president of Cheryl Rowley Design. The views of the Boston Harbor create a sense of place for the suite. Crown moldings, coffered ceilings, hardwood floors and area rugs create a distinctly residential feel. The multifunctional furniture plan features a large-scale dining table for special occasion events or in-room business meetings. The bathroom features two floor-to-ceiling walls of glass that let in large amounts of natural light. Motorized shades from MechoShade allow for privacy while still letting in the light, a rare luxury in a bathroom. A soaking tub with a wall-mounted flat-screen television and his and her vanities complete the feeling of a home away from home.

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CIRCLE 201



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CIRCLE 200

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CIRCLE NO. 135

## Tailoring fitness centers to each hotel

**H**oteliers nationwide recognize travelers' increasing demand for a quality workout on the road and are investing in fitness rooms and facilities to meet that demand. According to the American Hotel & Lodging Assn.'s 2008 Lodging Survey, 79 percent of responding properties have an exercise room and/or fitness facility, and 77 percent of these are complimentary for guests.

Even the smallest hotel can offer some sort of fitness amenity, but when planning a hotel fitness room, different design approaches should be considered. A smaller, boutique hotel, an extended-stay hotel, and a large-scale luxury resort should meet different needs. Planning according to the hotel's unique space and guest demographics is crucial to creating the ideal hotel workout environment.

### Boutique hotels

Boutique hotels, smaller and often highly conceptual, cater to a unique type of guest seeking a unique experience. Because guest demographics can vary so greatly in this category, and many have repeat clientele, it is important for these hoteliers to provide fitness rooms designed with as much insight as possible into their guests' individual needs.

For leisure travelers in a middle age range with higher incomes, it is generally best to keep the fitness room in a boutique hotel some-

what simple, easy to navigate and not too extreme or intimidating when it comes to equipment and technology. The room should allow guests to come in and get a quick, easy workout in a comfortable and not overwhelming space.

As with any fitness room, there should be a good balance of both cardio and strength equipment, set up in a circuit-training style to facilitate a quick, whole-body workout. Treadmills and elliptical trainers are the most popular cardio machines in boutique hotels, and dumbbells and hand-held weights are more popular than weight machines.

Even though space may be limited, the design should also include a dedicated personal fitness area for stretching, yoga mats,

stability balls or just catching one's breath.

Because boutique hotels are often unique in style, décor and theme, it is also important to pay close attention to the aesthetics of the fitness room to ensure it is in sync with the ambience and motif of the hotel as a whole.

some leisure travelers, depending on location. Since each property's location is a good indicator of demographics, this should be taken into consideration when planning a fitness facility.

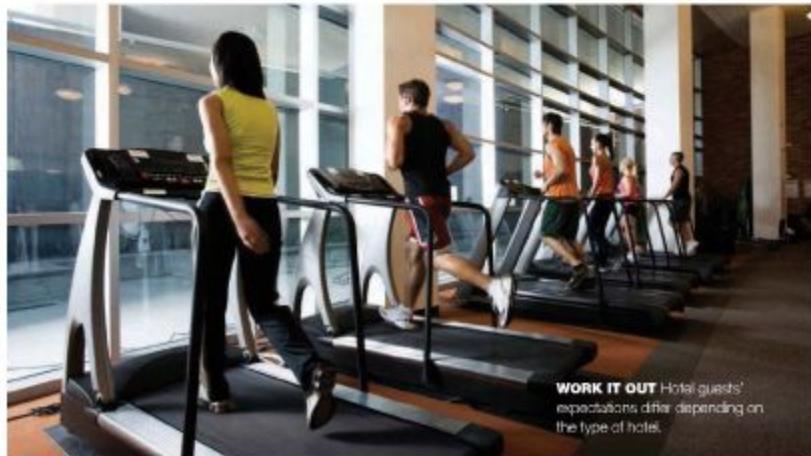
Business travelers generally like to get a complete body workout while they are on the road, and they

**Planning according to the hotel's unique space and guest demographics is crucial to creating the ideal hotel workout environment.**

### Limited service hotels

Limited service or extended-stay hotel chains tend to have a demographic comprising mostly middle-income business travelers, with

can be of any age group. So it is crucial to have a good variety and proper balance of equipment to accommodate a large range of ages and fitness levels. Fitness rooms in limited



**WORK IT OUT** Hotel guests' expectations differ depending on the type of hotel.

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service or extended-stay hotels tend to be a bit larger, making it easier to create a socially friendly environment that is well spaced and not too crowded. Entertainment options such as TVs and music should also be incorporated. If the room is less than 800 square feet, two to three strategically placed television screens are recommended. If the room is larger, consider personal screens mounted on cardio equipment for easier viewing.

One of the key requirements of any exercise equipment for these types of hotels is durability. Fitness rooms in these properties have a high volume of usage over time and machines can take a beating, so it is important to select durable equipment designed for heavy use.

A balance of strength training and cardio equipment is key for this size room as well, although in these hotel environments, weight machines are preferred over dumbbells as they are easier to maintain and can suffer less damage or possible theft. Personal fitness space may be more limited in smaller rooms, but should at least include space for fold-up mats or a stability ball.

### Full-service hotels

Full-service luxury hotels and resorts generally have space for larger and more finely appointed fitness rooms, and their guests have higher expectations for this amenity as well. The typical fitness center in this type of hotel is around 800-

**CUSTOM FIT** Fitness equipment and room layout should be adapted to the type of hotel. For example, limited-service hotels might include several wall-mounted TVs while full-service hotels might have personal screens.

1,200 square feet—often twice the size of smaller hotels. Depending on the location, there also tends to be a good combination of both leisure and business travelers.

In designing a fitness facility for this type of property, it is recommended to have a complete circuit of strength equipment (weight machines) as well as an area for dumbbells and hand weights with benches and mirrors. Luxury hotels should also offer the full spectrum of cardio equipment available including treadmills, elliptical trainers, both upright and recumbent bikes, stair-steppers and rowing machines.

While some of these machines are used by a smaller percentage of guests, travelers staying in a resort or hotel of this level expect variety and quality. A larger personal fitness area should be included as well and, if space allows, perhaps even some type of lobby or sitting area.

Entertainment options should also be carefully considered, yet the hotelier must be careful to not invest too heavily in technology at the expense of the fitness equipment. Having the best and right mixture of cardio and strength equipment should be the top priority; then, if budget allows, seek cutting-edge entertainment options



such as personal viewing screens or MP3 players. If opting for multiple "theater-style" television screens, make sure they are placed directly in front of treadmills. People tend to veer in the direction they are looking, so if screens are off center, it can cause users to be thrown off balance.

For larger fitness facilities in luxury hotels and resorts, space planning is very important and includes not only layout of equipment and flow, but other factors such as lighting, proper ventilation and air turnover. Ceiling fans are recommended, and windows should have some kind of dressing to keep heat out but retain the view.

When placing equipment, consider social facilitation so guests are not stuck in corners or facing walls. Studies have shown that, when given the opportunity to look out a window or face into the room while exercising, most people choose to face into the room. People generally do not like to have their backs to other people.

If the space is large enough, do a combination to please various guest preferences. For example, in one facility recently designed for a luxury resort in Boca Raton, Fla., 70 percent of the equipment faces the windows overlooking the ocean,

while the other 30 percent faces into the room.

### Basic rules of space design

No matter what the size or luxury level of a hotel, certain basic design principles should be followed when planning the fitness room. Large or small, the fitness space should be divided equally into three areas:

- **EQUIPMENT SPACE:** The allotted space for actual machines and other fitness equipment
- **FUNCTIONAL SPACE:** The traffic space between machines that keeps the room flowing properly
- **AESTHETIC SPACE:** Empty or open space to ensure the room is visually pleasing and not too crowded

All fitness rooms should strike the proper balance between cardio and strength equipment, regardless of size or luxury level. Following these basic rules will ensure your guests have a positive personal fitness experience no matter what space limitations exist. —*John Sarver*

*John Sarver is director of design, Hotel Fitness Club, which offers custom fitness room planning, design and marketing. He can be reached at [hotelfitness@mindspring.com](mailto:hotelfitness@mindspring.com).*



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## Design firms have staff issues, too

**T**his year, I see staffing as the second largest problem design professionals face. Designers are busy, business development opportunities from past years are slowing down (yes, you need to plant seeds today for 2009), and business owners are finding themselves short on time to design and manage their other obligations.

What's the answer? Do you hire a designer to help with some of the tasks you enjoy, and prefer to do yourself, the reason you got into the business in the first place? Or do you hire help with the managerial tasks of running your operation, from procurement to day-to-day operations such as paperwork, scheduling and fielding calls?

The answer is complex and long-term, but here is the short version. Staffing for all design and office positions must be a recurring theme in your business plan and is a major focal point to becoming a profitable firm. If you are going to be successful in the years to come, you need to pay attention to retention, recruitment and succession planning.

**RETENTION**—Make sure your compensation plans are generous, not just “market” rates. Include a little bit extra to show appreciation and encourage people to stay with your firm. Make new-client generation part of everyone’s job description and work with quar-



**Lloyd Princeton**  
President and CEO  
Design Management Company

terly bonuses to keep performance and sales at the forefront of the agenda.

**RECRUITMENT**—Continually look for qualified help, even when there’s not an available position. Be open to making room for the

right person who can support your business. A search takes time, allowing for recruitment, interviewing, negotiations and training. This does not happen overnight and you should always be reviewing résumés.

**SUCCESSION PLANNING**—You may not plan on retiring, but your staff may wish you did! Honestly, there is no reason to close the doors to your business when you want to slow down. Be visionary and create an environment for the younger people in your organization that shows they have something to look forward to and that, one day, they can own a piece of the pie. This is another important aspect of retention and gives your staff a reason to stay.

One of the best things you can

do to facilitate staffing is market your firm. The more your name is out there, the more likely it is you will be considered a “player” in the industry and people will take notice. Potential candidates will solicit you and industry reps will send people your way. In other words, market your business for new clients and get the added benefit of finding new employees as well.

---

*Lloyd Princeton is president and CEO of Design Management Company, with offices in New York and Los Angeles. DMC is a full-service agency specializing in marketing and sales distribution for the interior design and home furnishings industry. He can be reached at [Lloyd@dmcnyc.com](mailto:Lloyd@dmcnyc.com)*





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## New and improved

### ▲ THE LIBERTINE

New York City

Situated on two floors inside New York City's Gild Hall, a boutique hotel in the city's Wall Street District, The Libertine restaurant combines classic and contemporary. Designed by interior designer Jim Walrod with strong colors of maroon and gold and finished with mahogany

wood and golden light fixtures, the restaurant's design intends to evoke a cozy yet sleek London Clubhouse of the 1970s. Walrod also designed the hotel's interior.

Gild Hall is one of eight Thompson Hotels properties and the third in New York City. Two hotels are under development in the works in Toronto.

Celebrity chef and restaurateur Todd English reinterprets favorites with sly twists, creative small plates and a full raw bar. Some dining offerings include crispy oyster and avocado Caesar salad, caviar sliders and Berkshire pork chop schnitzel. The Library Bar upstairs offers dining as well.



### ▲ SHERATON NORTH HOUSTON

Houston

At the center of a multimillion-dollar renovation of the Sheraton North Houston is its new lobby, Link @ Sheraton. Guests can stay connected with the Link @ Sheraton communications hub offering free Wi-Fi and Internet-enabled computer stations. For social travelers, there's a communal table, as well as game tables and oversized chairs.

The hotel also remodeled 420 guestrooms and 30,000 square feet of meeting space. Guestrooms feature four zones, redesigned bathrooms and a palette of off-white, yellow, terra-cotta, blues, brown and green.



### ◀ TURTLE CREEK CASINO & HOTEL

Williamsburg, Mich.

The \$80-million Turtle Creek Casino & Hotel mixes modern design with eco-friendly elements. It appears to rise from the earth with a green roof, and exterior metal panels and brushed and polished stainless steel panels reflect the sky and surrounding landscape. Two waterwalls and a glass and steel porte cochere illuminated with LED lighting change with the seasons.



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## Leo A Daly appoints Philippi



Tom Philippi

**T**om Philippi was appointed VP and director of design for Leo A Daly's Dallas office. He has more than 25 years of design and management experience in hospitality, retail, corporate and mixed-use projects, in both interior and exterior architecture. Philippi is a Leadership in Energy and Environmental Design-accredited professional and was the design principal for RTKL in Dallas before making the move to Leo A Daly. Prior to that, he served as director of retail and branded hospitality at Graham Downes Architecture in San Diego.

Philippi currently is working on Leo A Daly's plan for an urban office park in St. Petersburg, Russia.

## Barbara Barry inspires Kravet, naturally



Barbara Barry

**H**ospitality suppliers and designers have been on a roll lately when it comes to collaboratively creating fresh, exciting product designs. Fabric and furnishings supplier Kravet Contract is no exception, having recently introduced a performance fabric collection designed by prominent interior designer Barbara Barry.

With *Enduring Elegance*, her first collection for the Bethpage, N.Y.-based firm, Barry imbues performance fabrics with her signature sense of soothing colors and understated luxury. Ranging from strong solids to rich textures, tapestries to jacquards, the collection satisfies Association of Contract Textiles performance standards and assembles a diverse array of materials, including velvet, mohair, cotton, wool, bamboo and chenille.

By collecting natural objects and arranging them, Barry created still lifes that served as inspiration for the shades in the collection. "The images of these still lifes speak to how artists work, building harmonious spaces piece by piece, color upon color," Barry says.

Victoria Russo, marketing manager for Kravet, anticipates a warm reception to the new line from the design community, adding: "We look forward to future collaboration with Barbara."



### SUPPLIER NEWS

**B. LAZARUS** introduces The Biotic Fabrics Collection, a new line made from recycled base fabrics. The fabrics are constructed from 100-percent recycled polyester yarn in a process that creates an end-product comparable to virgin polyester, but in less time and with no new materials, the company says. Biotic Fabrics are available in bedding accessories.

**Brintons** is championing efforts to expand eco-friendly practices in the commercial design community. Brintons carpet offers an advantage for LEED certification: its woven carpets are made primarily of natural materials such as wool that qualify as a rapidly renewable material.

**DESIGNTEX** is merging some of its operations and bringing more in-house. Its marketing team will join its creative team to work on product design and launch, advertising, events and promotion. Also, its public relations will now be handled within the company, headed by Cherie Davis.

**AMERICAN HOTEL FURNISHINGS'** director of design, Deirdre Schwartz, has obtained Leadership in Energy and Environmental Design accreditation. American Hotel Furnishings is a division of American Hotel Register Co.

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### NATURE-INSPIRED

Barbara Barry's collection for Kravet draws from nature, tradition and the arts. It incorporates classic plains, textured fabrics and fresh, lively patterns.

[kravet.com](http://kravet.com)

CIRCLE 206

### RETRO VIBE

The decorative upholstery series Fusion - 4 by S. Harris Contract updates the look of art nouveau, '60s retro and contemporary graphics with a trendy, original twist.

[fabricstocontract.com](http://fabricstocontract.com)

CIRCLE 207

### LUXE VELVET

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CIRCLE 208





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Not all items are shown in photos

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## Please fill in ovals as shown ●

1. Which of the following best describes your business relationship to the hotel, resort or spa industry? (fill in ONE oval)

### Architects/Designers

- 01  Interior Design Firm designing hotel, resort and spa properties  
 02  Architectural Firm designing hotel, resort and spa properties  
 03  Contractor/Builder/Developer building hotel, resort and spa properties  
 04  Purchasing Firm buying FF&E for hotel, resort and spa properties  
 05  Other (please specify) \_\_\_\_\_

### Owner/Operators

- 06  Hotel  
 07  Resort  
 08  Lodge  
 09  Destination Spa  
 13  Headquarters or Regional Office; Franchises, Chains, Related/Management Organizations  
 14  Hotel Property/Real Estate Developers/Independent Developers  
 20  Other (please specify) \_\_\_\_\_

If a hotel, resort or lodge, indicate the number of rooms:  
 1  300 Rooms or More  
 2  100-299 Rooms  
 3  Under 100 Rooms

- 30  Trade, Supplier, Dealer, Distributor or Manufacturer's Rep  
 50  Other (please specify) \_\_\_\_\_

2. Which of the following best describes your title? (fill in ONE oval)

- 001  Owner/President/CEO  
 002  Partner  
 003  Project Director/Manager  
 004  Purchasing Director/Manager  
 005  Architectural Director  
 006  Sr. Design Director  
 007  Other VP/Director/Manager  
 008  Interior Designer/Architect/Engineer  
 009  Other Design Personnel (please specify) \_\_\_\_\_  
 010  Other Management Personnel (please specify) \_\_\_\_\_  
 020  Other (please specify) \_\_\_\_\_

3. Owner/Operators (Lodges, hotels, resorts, spas)

A. If more than one, how many properties do you own or operate? (please specify)

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?  
 1  25 or more  
 2  10-24  
 3  5-9  
 4  1-4

5. Please indicate the number of employees at your firm's address, including yourself:

- 1  25 or more  
 2  10-24  
 3  5-9  
 4  1-4

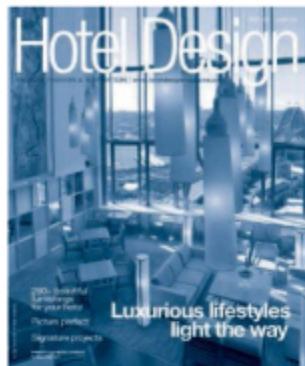
6. Which of the following functions do you perform in the design/interior process? (fill in ALL that apply)

- 01  Program Planning and Concept  
 02  Schematic Designer  
 03  Design Development  
 04  Architectural/Design/Development  
 5  Installation  
 6  Other (please specify) \_\_\_\_\_  
 89  None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):

- 1  More than \$10 Million  
 2  \$5M - \$9.99 Million  
 3  \$4M - \$4.99 Million  
 4  \$3M - \$3.99 Million  
 5  \$2M - \$2.99 Million  
 6  \$1M - \$1.99 Million  
 7  Less than \$1 Million

OCTOBER 2008 Card expires NOVEMBER 1, 2009



8. Type of ownership (for hotels and resorts only):

- 1  Chain  
 2  Franchise  
 3  Management Company  
 4  Independent  
 999  Other (please specify) \_\_\_\_\_

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of? (fill in ALL that apply)

- 21  Apparel  
 22  Architectural/Building Products (including electrical, plumbing and other products)  
 23  Art & Accessories (including flowers and plants)  
 24  Communication systems, services and equipment (including audio/visual)  
 25  Furniture, fixtures, equipment (FF&E)  
 26  Wall coverings  
 27  Fabrics  
 28  Lighting Products  
 29  Flooring (including stone, tile, carpeting)  
 30  Security Systems  
 31  Window Treatments  
 32  Other (please specify) \_\_\_\_\_

99  None of the above

For important free product/service information, circle the numbers that correspond to the ads you've seen in this issue.

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113	132	151	170	189	208	227	246	265	284	303	322	341	360	379	398	417	436	455	474	493	512	531	550	569
114	133	152	171	190	209	228	247	266	285	304	323	342	361	380	399	418	437	456	475	494	513	532	551	570
115	134	153	172	191	210	229	248	267	286	305	324	343	362	381	400	419	438	457	476	495	514	533	552	571
116	135	154	173	192	211	230	249	268	287	306	325	344	363	382	401	420	439	458	477	496	515	534	553	572
117	136	155	174	193	212	231	250	269	288	307	326	345	364	383	402	421	440	459	478	497	516	535	554	573
118	137	156	175	194	213	232	251	270	289	308	327	346	365	384	403	422	441	460	479	498	517	536	555	574
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Hotel Design

# Hotel's redesign takes off



Photo: Michael Weiss

## ▲ HILTON IRVINE

- Leo A Daly won a first place award from the American Society of Interior Designers in the hospitality category for its renovation of the Hilton Irvine (Calif.).
- Formerly an unassuming airport hotel with predictable appointments, now the property is visually stunning and reflects the crisp, casual feel of a beachside business resort.
- The redesign opens the lobby into one spacious area, allowing guests to see through to the patio at the end of the room.

- Existing wood paneling was painted creamy white and paired with new white tile floors, and a palette of calming neutrals with accents of concentrated citrus colors.
- The tables and chairs are a mix of cocktail, tea and standard dining heights.

### Leo A Daly

5307 E. Mockingbird Lane, Suite 400  
Dallas, TX 75206-5117  
(214) 526-1144  
[www.leoadaly.com](http://www.leoadaly.com)

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[www.hoteldesignmagazine.com](http://www.hoteldesignmagazine.com)



## COMING NEXT ISSUE

Spas continue to grow in importance as a key amenity for hotels and resorts. However, less can be more when it comes to space design.

## DIGITAL EDITION

Check out the website's new features as well as the digital version of *Hotel Design* at [hoteldesignmagazine.com](http://hoteldesignmagazine.com)

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