

**FOR: HOSPITALITY DESIGN GROUP**

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**HD BOUTIQUE TRANSFORMS MIAMI INTO THE NEXUS  
OF DESIGN INNOVATION ON SEPTEMBER 14 & 15**

MIAMI BEACH, FL (July 21, 2009) – **HD Boutique**, a hospitality design event, is where South Beach chic comes alive for over 600 manufacturers who offer up intimate access to the hottest design products to hit the Americas, as well as customizable solutions and cutting-edge experimental designs showcased in an edgy, relaxed environment.

Held at the **Miami Beach Convention Center** in **Miami Beach, Florida** from **September 14-15, 2009**, HD Boutique offers hospitality executives and interior designers, hotel owners, architects, restaurateurs and purchasers a perfect solution: under breezy cabanas lining a colorful Miami trade show floor, witness thousands of new ideas, resources, interactive educational sessions, and scores of networking opportunities presented over two days. Year after year, the hospitality design event surprises nearly 4,000 attendees with a “best of show” experience through smaller booths and more products in less time. With Miami’s proximity to Latin and South America, the international influence is hard at play during HD Boutique.

“In an economy when most are decrying that more is better, we are proud that HD Boutique is intentionally intimate,” said **Michelle Finn**, vice president, Hospitality Design Group. “Less *can be* more, particularly when access is key. HD Boutique offers this high quality of interaction, where buyers and sellers rub elbows on the tradeshow floor and the exhilarating playground of South Beach.”

For attendees, HD Boutique unofficially kicks off with the **International Society of Hospitality Purchasers’ (ISHP) Meet and Greet Hollywood Heart Fundraiser**, an opportunity for vendors, suppliers, manufacturers, designers and purchasing professionals to begin their networking a day early, on **Sunday, September 13** from **5-7 p.m.**

Innovation in design takes center stage at HD Boutique this year in particular with opportunities including:

- **KEYNOTE CONVERSATION: Integrating Art and Architecture**

*Jeffrey Beers Speaks with Michael Adams*

As an architect, global tastemaker, and Fulbright scholar, **Jeffrey Beers**, founder and principal, Jeffrey Beers International, has created some of hospitality’s most memorable spaces. From the Fontainebleau to Saks Fifth Avenue to the Atlantis Dubai, his unique and notable projects are internationally acclaimed for extraordinary design and impressive success. In this must-attend keynote conversation, Beers speaks directly with **Michael Adams**, editor in chief, *Hospitality*

*Design* magazine, and sheds light on the integration of art and architecture, referencing his work with legends Dale Chihuly, Oscar Niemeyer, and I.M. Pei.

- **RADICAL INNOVATION: HD/JHGI Second Annual Global Innovation in Hospitality Experience Awards**

*Attendees Vote in Real-time on the Best of a Mind-Stretching Breed*

What constitutes radical innovation in the design world? As past winners, such as **Jean-Claude Carme** for **The Poseidon Undersea Hotel** and **Morris Architects** for **The Oil Rig Resort** can attest, in an industry where innovation is paramount, there are simply no boundaries.

“Now more than ever, the need to innovate is paramount to a company’s health and viability in this ever-demanding economy,” said **John Hardy**, president and CEO of **The John Hardy Group**. “The Radical Innovation Awards provide that crucial opportunity to take the pulse of innovation in our industry, and remind ourselves that it is alive and thriving here and abroad.”

Judges for the 2009 Radical Innovation Awards include:

- John R. Hardy, President/CEO, The John Hardy Group
- Claude Amar, Principal, The John Hardy Group International
- Pamela Parsons, Senior Vice President, Design and Construction, Host Hotels & Resorts
- Michael Medzigian, Founding Partner, Watermark Capital Partners
- Simon Turner, President, Global Development, Starwood Hotels & Resorts Worldwide
- James Woods, Principal, Keen Partners, LLC

Co-sponsored by the John Hardy Group (JHG) and *Hospitality Design* magazine, the Radical Innovation Awards recognize winners of a global contest that challenges designers to create a vision of the future of hospitality design. Winners are selected from juried finalists by real-time, popular vote among hospitality professionals attending HD Boutique. The top two design teams then present their innovative projects at a special conference session at HD Boutique. The Grand Prize winner is awarded \$10,000 and will be featured in *Hospitality Design* magazine and on [www.hdmag.com](http://www.hdmag.com). Deadline for entry is August 15, 2009.

To download an entry form or to see past recipients and the selection criteria, please visit [www.radicalinnovationinhospitality.com](http://www.radicalinnovationinhospitality.com).

- **THE WAVE OF THE FUTURE: Six of the Newest Design Leaders Tell Us Where We Are Headed**

*Look Who’s Setting the Trends Now*

For decades, up-and-coming talent has been a positive force in the hospitality design industry. What are new design leaders doing differently now? Where have they already made a difference? Meet the global design change agents at *Hospitality Design’s* 2009 Wave of the Future. **Stacy Shoemaker Rau**, senior managing editor, *Hospitality Design* magazine, introduces the six young visionaries who will share their projects, insights and creative energy through an interactive panel, including:

- Gulla Jonsdottir, vice president and principal designer, Dodd Mitchell Design, Los Angeles
- Tonny Sadha, president, Tonny Sadha Interior Design, New York City
- Jun Aizaki, founder and principal, Crème, Brooklyn, New York
- Andrew Alford, founder and principal, Andrew Alford Design Studio, San Francisco

-Jason Goldberg, principal, Rowland + Broughton, Denver/Aspen  
-Warren Foster-Brown, managing director, FBEYE International, Singapore and England

- **PECHA KUCHA: Design Authenticity**

*Catch this Global Phenom with a Provocative Edge*

HD Boutique also features this internationally-acclaimed live, visual presentation style for a customized program, titled “Design Authenticity,” which highlights genuine experiences, products, projects, ideas, and expressions. Loosely translated from Japanese to mean ‘chit-chat,” Pecha Kucha offers visionaries, interior designers, bloggers, purchasers, collectors and artists alike with the opportunity to show 20 slides for 20 seconds each, providing up to 6 minutes 40 seconds of fame before the next presenter takes his or her turn.

- **CONFERENCE & SPEAKERS**

Finally, a dynamic mix of educational sessions, interactive panels and action-focused seminars, offer a wide variety of opportunities to hear the latest on innovation, including:

*Using Color in Hospitality to Stimulate Your Brand*

Learn how color changes and affects guests’ moods, life, and overall environment. Designer Jamie Drake, principal, Jamie Drake Designs, will host a panel of speakers as they discuss the sensory sensations of color environments using examples from bedroom suites, dining, and lounge spaces. Drake shares how he relies on color palettes to reinvigorate a space, and how he plays with tonal temperatures to create super-charged guest experiences. A distinguished panel, including Thom Filicia, principal, Thom Filicia Design; Stephen Brandman, general manager/operations, Thompson Hotel Group; and Sonu Mathew, resident color expert, Benjamin Moore, weighs in with their responses, and their own ideas.

**TO ATTEND:** For more information and to register for HD Boutique, please visit [www.hdboutique.com](http://www.hdboutique.com). Guests can attend the expo **FREE of charge** (a \$40 value) by using the **promotional code: DMEP**.

**HD Boutique** is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Business Media, which also produces the **Hospitality Design Exposition & Conference (HD Expo)** in Las Vegas on May 19-21, 2010. The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP); National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc.—The Hospitality Industry Network.

**Nielsen Business Media**, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face. With 40 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

**The Building Design Group**, part of Nielsen Business Media, includes leading publications, events and digital offerings in the residential and commercial property design industry including DDI, GlobalShop,

Commercial Property News, Contract, Hospitality Design, Hospitality Design Expo and Hospitality Design Boutique, Kitchen & Bath Business, Kitchen and Bath Industry Show, Multi-Housing News and Multi-Housing World. The group also produces publications and events in the decorated apparel and home healthcare industries including Impressions, The Imprinted Sportswear Shows and Medtrade. Additionally, three Marine Military Expositions are produced that are focused on the US Marine Corps. Nielsen Business Media is a division of The Nielsen Company.

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**FOR MORE INFORMATION OR TO ATTEND, PLEASE CONTACT  
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