

Conference Sessions

Monday, September 14

10 AM – 11 AM

HDB91A - HOSPITALITY DESIGN MAGAZINE'S WAVE OF THE FUTURE

See 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 that are Hospitality Design's 2009 Wave of the Future.

Enjoy conversation and complimentary Bloody Marys immediately following the session. Please join Hospitality Design magazine editors and Wave of the Future honorees at the Hospitality Design Wave of the Future Gallery in the exposition hall.

featuring:

Gulla Jonsdottir, Vice President and Principal Designer, Dodd Mitchell Design

Tonny Sadha, President, Tonny Sadha Interior Design

Jun Aizaki, Founder and Principal, Crème

Andrew Alford, Founder and Principal, Andrew Alford Design Studio

Jason Goldberg, Designer/Project Manager, Rowland + Broughton

Warren Foster-Brown, Managing Director, FBEYE International

moderator:

Stacy Shoemaker Rauen, Senior Managing Editor, Hospitality Design magazine

sponsored by:



WILLIAMS-SONOMA, INC.

11:30 AM – 12:30 PM

HDB92A – USING COLOR IN HOSPITALITY TO STIMULATE YOUR BRAND

Learn how color changes and affects guests' moods, life, and environment.

Join designer Jamie Drake and a panel of speakers as they discuss the sensory sensations of color environments using examples from bedroom suite, 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. His panel weighs in with their responses, and their own ideas.

featuring:

Jamie Drake, Principal, Jamie Drake Designs

Thom Filicia, Principal, Thom Filicia Design

Clark Johnson, Principal, Johnson Light Studio

Sonu Mathew, Senior Manager, Color & Design, Benjamin Moore

HDBoutique

exposition & conference

11:30 AM – 12:30 PM

HDB92B – CREATIVITY UNLEASHED: McDONALD'S BOUTIQUE REINVENTION

It's not your grandfather's Mickey D's.

It's not everyday that a design firm gets the chance to redesign an iconic restaurant brand—especially with almost complete creative freedom. But that's just what McDonald's asked Studio Gaia to do. McDonald's wanted more consistent, modern design, and unleashed Studio Gaia to create three prototypes, which recently debuted in New York, California, and Florida. Now, Studio Gaia shares those concepts and the thought process behind them, and how those ideas offer a boutique look for a mega-chain of 14,000 U.S. restaurants.

featuring:

Max Carmona, Senior Director of U.S. Restaurant Design, McDonald's

Peggy Leung, Partner, Studio Gaia

Ilan Waisbrod, President, Studio Gaia

1 PM – 2 PM

HDB93A – HD BOUTIQUE KEYNOTE CONVERSATION

JEFFREY BEERS in conversation with MICHAEL ADAMS

Integrating art and architecture.

Architect. Global tastemaker. Fulbright scholar. Jeffrey Beers has created some of hospitality's most memorable spaces. From the Fontainebleau to China Grill to Ono to Saks Fifth Avenue, to the Dylan Hotel and Atlantis Dubai, his unique and notable projects are internationally acclaimed for extraordinary design and impressive success. Beers talks with Michael Adams about his immense creativity, his work with legends Dale Chihuly, Oscar Niemeyer, and I.M. Pei, and his affinity for the integration of art and architecture.

featuring:

Jeffrey Beers, Founder and Principal, Jeffrey Beers International

with

Michael Adams, Editor in chief, Hospitality Design magazine

sponsored by:



2:30 PM – 3:30 PM

HDB94A – WHAT DOES IT MEAN TO BE GREEN?

Case studies from the perspectives of owner, manager, builder, chef and the design team

The design of a sustainable restaurant is about more than using recycled materials and low VOC paint. CORE has designed restaurants that are sustainable in concept, design, and operations as well as menu offerings. Peter F. Hapstak III, AIA, IIDA, ISP, founding partner of CORE, will discuss the concept of sustainability in recent projects from the perspectives of the owner, builder, chef, and management. His case studies will explain what it means to be sustainable in the foodservice industry. CORE has built a reputation as designers of leading sustainable food concepts that have gone on to achieve LEED Gold certification and earn industry awards such as the ASID / HD Earth Minded Award in 2009 and the IIDA / Metropolis Smart Environments Award in 2008.

featuring:

Peter Hapstak III, AIA, IIDA, ISP, Principal and Co-founder, CORE

2:30 PM – 3:30 PM

HDB94B – AFFORDABLE HOTELS 2.0: HYBRIDS, NEW BRANDS, AND FRESH IDEAS

The latest from pioneers among the new hotel crop.

HDBoutique

exposition & conference

From 2006 until 2008, hospitality was all about new brands—38 of them, in fact. Now it is all about the new affordability, giving customers great design and great deals. Beyond the affordable brands you know, this session explores the next generation of properties, even a hybrid hotel/hostel. Their common denominator? Design ingenuity, even on the leanest of budgets.

featuring:

Bill Lanting, President, Lanting Hotel Group

Michael Levie, President and CEO, citizenM hotels

Enrique Sarasola, President and CEO, Room Mate Hotels

Tuesday, September 15

10 AM – 11 AM

HDB95A – DESIGNING THE NEW GUEST SPA AND BATHING EXPERIENCE

Dissect design ideas for the spa and beyond.

Cover two important, converging topics in one session: evocative new spa ideas and the evolution of luxury in-room bathing experiences. Cover the design challenges they present as well as a global overview of effective, efficient bath and spa design. Look at design, operations, treatments, technology, and trends. In a case study format, understand the guest experience at the Park Hyatt Istanbul, the first hotel in the Park Hyatt collection to feature a wet room with five different bathing experiences.

featuring:

Randy Gerner, Principal, GVK Architects

Alan Georgeson, Chairman, Georgeson Group

10 AM – 11 AM

HDB95B – GLOBAL TRENDS: A LOOK AT INNOVATIVE PLACES TO EAT, DRINK, STAY, AND BE SOCIAL

Check out what matters most and why.

“If you don’t risk anything, you risk even more.” That’s sage advice from Bob Puccini, the force behind some of the industry’s most notable restaurants. In this session, discern the programming and details behind restaurants in boutique hotels that have quickly become global tastemakers and trendsetters, defining what eventually becomes the cultural mainstream. Learn about the design of some of the world’s most compelling projects centered on eating, drinking, and socializing. (Did we mention adding value to boutique hotels?) Understand how food trends continue to shape our restaurants; and how restaurants continue to shape the vibe—and viability—of boutique hotel properties. View a select number of projects in case-study style for specifics on what works now.

featuring:

Bob Puccini, Founder, Puccini Group

11:30 AM – 12:30 PM

HDB96A – NIGHTLIFE NOW

What’s design got to do with it?

If you can attract the right crowd, your club may hit big-time profitability. Are you in touch with the trends, technology, and lighting theatrics that make clubs compelling? Nightlife interiors matter, and our panel of experts in club design will help you discover what makes nightlife successful now.

featuring:

Vincent Celano, Owner, Seed Design Inc.

James Geier, Founder, 555 International Inc.

Kelley Jones, CEO, Societe Hospitality

Ben Pundole, VP Entertainment, Morgans Hotel Group

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HDB96B – REMAKING A LUXURY ICON: THE FONTAINEBLEAU RENOVATION CASE STUDY

An all-star team showcases the renewal of a legend.

For its billion-dollar renovation and expansion, the venerable Fontainebleau Miami (an original Morris Lapidus design) has been renewed and reinvigorated, and the lessons learned apply to hospitality projects large and small. In one seminar, recap the project's design challenges and solutions in case-study format with the design team and project members from firms such as Wilson Associates, Jeffrey Beers, and Lifescapes—with development and property management as well. Among project highlights in the 1,504-room complex are the 40,000-square-foot spa, 11 restaurants and lounges, 58 meeting rooms totaling 107,000 square feet, 42,000 square feet of pre-function areas, and 51,000 square feet of outdoor function space.

featuring:

Julie Brinkerhoff-Jacobs, President/CFO, Lifescapes International, Inc.

Margaret McMahon, Managing Director - New York, Wilson Associates

Andrew Kreft, Senior Principal and Director of Design, Lifescapes International, Inc.

Donald Wolfe, Principal, Nichols Brosch Wurst and Wolfe

Jeffrey Beers, Founder and Principal, Jeffrey Beers International

Rick Lee, AIA, LEEP AP, Principal, HKS

1 PM – 2 PM

HDBFS1 - PECHA KUCHA™: DESIGN AUTHENTICITY

Catch this global phenom—with a provocative edge.

If you are not acquainted with Pecha Kucha, now's the time. Pecha Kucha, loosely translated, is Japanese for chit-chat. It's the anti-Twitter. It's a trademarked, live visual and verbal presentation style (www.pecha-kucha.org) in 190 cities globally to showcase innovative ideas from all realms. So here we go with Design Authenticity, a customized program featuring genuine experiences, products, projects, ideas, and expressions. Presenters are allowed 20 slides (PowerPoint format), each shown for 20 seconds, providing 6 minutes 40 seconds of fame before the next presenter. To be considered for HD Boutique's Pecha Kucha event, please submit your name, contact information, and three sentences explaining your idea to Carl Hildebrand, thegreenbroker@metro1properties.com on or before August 15, 2009. If selected, you will be invited to present at Pecha Kucha HDBoutique 2009. Bloggers. Anthropologists. Interior designers. Visionaries. Tree huggers. Purchasers. Collectors. Artists. Vendors. Culture kings. Jetsetters. Urbanites. Developers. Fashionistas. Architects. Bell hops. Tastemakers. Waiters. Owners. Get your authentic ideas out there.

featuring:

Carl Hildebrand, Director of Green Building Initiatives, Metro 1 Properties

1 PM – 2 PM

HDBFS2 – BRAND YOU: DISCOVERY AND REINVENTION TO KEEP YOUR CAREER MOVING FORWARD

Put a strategic plan in place for your future.

It's all about you, and your future in the business. From job searches to career advancement to building networks, this session focuses on your value to an organization; your strengths and expertise; your talents and abilities to deliver strong results. Having a strategic plan in place plays a key role in making the most effective use of your time as you build your career, or face a job change. Knowing where to start and what to do next keeps you focused on reaching your goals. Become the CEO of your own company "Me Inc." Set your own brand standard, and set yourself apart from the rest.

featuring:

Janice Marko, President, Marko International

HDBoutique

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2 PM – 3:30 PM

HDB97A – CONVERSATIONS™: THE RADICAL INNOVATION AWARDS

Vote real-time on the best of a mind-stretching breed.

Hospitality is a hotbed of innovation. Yet that statement leads to obvious questions: what is radically innovative? Who's inventing it? Find out when a panel of hospitality designers, owners, and investors unveils results of the HD/JHGI third annual "Global Innovation in Hospitality Experience" prize for hospitality design, and discusses their own favorite projects for ingenious design. Oil Rig Platform Resort and Spa and e | merse took highest honors in 2008. In 2007, the uber-creative Poseidon Undersea Resort and MoMotel claimed first and second prize, respectively. After hearing from this year's finalists, you'll decide the Radical Innovation winner for 2009—with more than \$10,000 in prize money at stake.

featuring:

Radical Innovation Awards finalists

jurors:

Claude Amar, President, The John Hardy Group International

John Hardy, President and CEO, The John Hardy Group International

Michael Medzigian, Chairman and Managing Partner, Watermark Capital Partners

Pamela Parsons, Principal, Parsons & Company

Simon Turner, President, Global Development, Starwood Hotels & Resorts

James Woods, Managing Partner, Keen Partners

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