

HDBoutique

exposition & conference

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HD Boutique 2007 Exposition & Conference Welcomes International Crowd to Hospitality Design Show *Radical designs and eco solutions dominate show*

MIAMI (October 2007) –The **HD Boutique 2007 Exposition & Conference** drew record breaking crowds which filled the halls and contributed to sold out conference sessions and networking events at the fifth HDBoutique exposition & conference, held September 18th and 19th at the Miami Beach Convention Center, Miami Beach, Florida. The show, which has grown steadily year after year, saw a nearly 13 percent increase overall in 2007, according to show officials.

“We were delighted to see the increased participation of both exhibitors and attendees from Latin America, as well as those from other international regions,” said Michelle Finn, VP of the Hospitality Design brand, which encompasses HD Boutique as well as sister hospitality design trade shows, **HD Expo** (Las Vegas), **HD Asia** (Hong Kong), the executive think tank, **HD Summit** (Pebble Beach 2008) and *Hospitality Design* magazine. “The Boutique show now has an international feel throughout the trade show floor. With the majority of our conference sessions being simultaneously translated into Spanish, and with the *Latino Americano* lounge networking area on the show floor, we were successful at making our Spanish language customers feel as at home as our US based customers,” she added.

"This is the first time coming to HD Boutique for our company. So far, it's great. The organization, the target audience is the one we're looking for. I feel that we're going to have a good result from being here," said Ruben Angel, Asian Distributors of Venezuela.

"We traveled the furthest, from New Zealand, and it's our third year here. It's perfect for us because the show focuses on our target audience, interior designers for hotels. We have a 100 percent wool product, mostly throws, color and design of our products is paramount and people are drawn to the designs -- and the sustainability of our products is just a bonus," said Roger Green, Managing Director, Maxwell Rodgers Fabrics.

The international feel extended to the much celebrated HDBoutique competitions as well. This year's newest competition, the search for the most Radical Innovation, sponsored by *Hospitality Design* magazine and The John Hardy Group, drew entries from around the globe. French designer, Jean-Claude Carme, Executive Vice President of Poseidon, took home the prize of \$5,000.00 for his personal submarine entry.

Another hot competition at HDBoutique was the Best of Boutique (the BOB) Awards. Eighty-four entries were submitted prior to the show and were judged by Kajsa Krause of DNA, David Moore of Jay Haverson Architecture and Design and David Schultz of DAS Architects. The winning entries included:

- Wanlapa Sofa by Jane Hamley Wells
- Twist by Jane Hamley Wells
- Plenty by Maharam
- True Metals by Maya Romanoff True Metals by Maya Romanoff
- Stitched by Maya Romanoff (in collaboration with David Rockwell)
- Tauro Chair by Andreu World America
- Magna Mosaic by Architectural Systems
- Shape and Matchball chairs by Sandler Seating
- Himalayan Ice by Envel Design (recyclable acrylic)
- Comforpedic Bed by Simmons Bedding Company

"We are always looking for ways to improve the customer experience and efficiencies at the HD shows. This year, at HD Boutique, the trade show floor had a new traffic pattern which represented a 'hub and spoke' circulation. Our customers were extremely pleased by the even and steady flow of traffic to their booths," said Finn.

"I thought the traffic flow and circulation was tremendous. There was a continuous circulation of people with an even disbursement of the traffic flow. No flood of people followed by a draught, which was really nice because then you could spend real time with the attendees who stopped by," said Bill Chionis, President, Divine Products, Inc.

Another new traffic pattern to the show floor was represented by a neighborhood of exhibitors calling themselves 'The Consortium.' The group, consisting of Aqua, Venus, Moen, Flexsteel, Fabric Innovations and iworks hosted an *attendee only* bistro within their 'neighborhood' of exhibitors. "This has been an extremely effective concept. We are all benefiting from one another's contacts and customers. It's a great place to come in, relax and learn more about a family of products who are in the neighborhood," said Steve Ladd, Vice President of Sales for Aqua.

HD Boutique provided designers and architects an opportunity to earn required CEU (Continuing Education Units) credits through its extensive conference program. Many of the sessions topped 175 attendees, with David Rockwell, the keynote speaker for the conference, speaking to a standing room only crowd. Rockwell later signed copies of his book, **Spectacle**, on the show floor.

Another favorite of those scouting design talent was The *Wave of the Future Café con Leche* reception recognizing innovative, *new* talent in the industry. Moderated by *Hospitality Design* magazine Senior Managing Editor, Stacy Shoemaker Rauen, the Wave recipients were in attendance to visit with attendees at the reception.

To cap the successful trade show day, the much anticipated, after hours networking event, *Party by the Palms*, gave a sold out group of attendees and exhibitors and opportunity to relax around the pool of the landmark hotel, The Raleigh.

HD Boutique 2008 will be held September 17-18 at the Miami Beach Convention Center. For exhibit and sponsorship opportunities for HD Boutique and other HD shows, contact Elizabeth (Liz) Sommerville, Group Show Director, at 770-291-5456 or elizabeth.sommerville@nielsen.com. Additional show information is available on-line at www.hdboutique.com.

HD Boutique 2007 Expo & Conference is presented by the HD Group, part of Nielsen Business Media, and also the producers of Hospitality Design (HD) Expo and Conference (Las Vegas), HD Summit (Pebble Beach 2008) and HD Asia (October 2007 in Hong Kong). The event is in association with: GHR/Latin Press; International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), ASID and NEWH, Inc.

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