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*Photography Available*

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### **HD BOUTIQUE HEATS UP MIAMI'S DESIGN SCENE ON SEPTEMBER 17 & 18**

ATLANTA, GA (July 30, 2008) – South Florida becomes the epicenter for movers and shakers in the hospitality industry as buyers and sellers connect at the **Hospitality Design Boutique Exposition & Conference (HD Boutique)** on **September 17-18, 2008** at the **Miami Beach Convention Center**. More than 4,000 registered attendees including design firms, hotel owners, purchasers, architects and restaurateurs will conduct business and interact with some of the most innovative and influential heavyweights in hospitality design who present the latest products and trends in the marketplace. In fact, more than 700 leading manufacturers, suppliers and artisans are scheduled to showcase at the exposition taking inspiration from the tropical Miami Beach setting, where breezy cabanas will line the show floor which extends to 110,00 square feet.

In addition to hitting the tradeshow floor and seeing the many innovative products at HD Boutique, attendees will also attend countless groundbreaking conference sessions that will kick off with a **Keynote Conversation** with **Roger Thomas**, executive vice president of Wynn Design and Development on September 17. Thomas, who is considered a legendary design innovator, will be interviewed by **Hospitality Design magazine** editor in chief Michael Adams on his thoughts on what matters most in design, as well as his perception on innovation, luxury and inspiration. Thomas will also share stories behind the celebrated Wynn projects including details on the new Encore property that is scheduled to open in Las Vegas in December 2008.

Other conference highlights during HD Boutique include: **The New Age of Boutique Hotels** led by Theresa Fatino of SBE Entertainment Group; **Greening Restaurants: A Case Study** led by Kip Richardson of Ankrom Moisan Associated Architects; **Perfecting the Spa – Unique, Underground and Reinvented** led by David Bury of David Bury & Company; **Finding the Core: Essentials for Launching a Successful Restaurant Concept** led by Corey Nyman of Nyman Group and Peter Kasperski and Bernie Kantak of Spaghetti Western Productions; and **Guilt-Free Luxury: Yes, Sustainability and Luxury Can Coexist** led by Kajsa Krause and Elizabeth Sayner of Rockwell Group. Complimentary translation services will be provided for Spanish-speaking attendees by *La Gerencia de Hoteles* for select sessions. For a complete conference schedule, visit [hdboutique.com](http://hdboutique.com).

The hottest new design professionals will be also be feted during HD Boutique at **Wave of the Future** as eight young visionaries share their projects, insight and energy through an interactive panel moderated by *Hospitality Design* magazine senior managing editor Stacy Shoemaker Rauen on September 18. Always a captivating discussion, the session offers exclusive access to the unconventional and disarming intellect of tomorrow's top designers. This year's Wave of the Future honorees include: Matt Abramcyk of Smith and Mills/Beatrice Inn/Employees Only; Steve Brabson and Frank Medrano of Franklin Studios, Inc.; Alex

Calderwood of Ace Hotel Group; Denise Corso of CorsoStaicoff; Stephanie Goto of Stephanie Goto; Leonard Lee of Wilson Associates; and Sean Tanner of Cagley & Tanner.

Also revealing the latest conceptual designs exclusively at HD Boutique, **Radical Innovation**, co-sponsored by the John Hardy Group and *Hospitality Design* magazine, will unveil the winners of the global contest which challenges designers to create a vision of the future of hospitality design. The top two design teams present their innovative projects at a special conference session on September 18 where the grand prize winner is awarded \$10,000 and the runner-up receives \$5,000.

Following the successful launch during HD Expo in Las Vegas, *Hospitality Design* magazine will be holding its second **Green Day** conference on **September 16, 2008**, co-located with **HD Boutique**. Green Day will include the latest consumer research, future design trends, a luncheon, and an interactive afternoon session to provide industry professionals with an open forum for exchanging challenges, solutions, and best green practices.

“Green Day is an important opportunity for industry leaders to combine their brain power, resources and experiences and to conduct meaningful conversations on what it truly means to be eco-conscious in the hospitality field today,” says Michelle Finn, vice president, Hospitality Design Group. “The conference allows attendees to keep up with the latest green technology and trends of today to create sustainable design solutions for tomorrow,” adds Finn.

**Hospitality Design Boutique Exposition & Conference (HD Boutique)** takes place at the Miami Beach Convention Center in Florida on September 17-18, 2008 and is presented by the Hospitality Design Group, part of Nielsen Business Media, which also produces **Hospitality Design Exposition & Conference (HD Expo)** in Las Vegas on May 14-16, 2009. *Hospitality Design magazine* presents **Green Day** on September 16, 2008 which is co-located with HD Boutique and **HD Summit** in Duck Key, Florida from March 4-6, 2009. HD Boutique is in association with: GHR/Latin Press; International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP); American Society of Interior Designers (ASID); and NEWH, Inc. – The Hospitality Industry Network.

**Nielsen Business Media**, a division 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 seven major market groups, and 30 individual markets, spanning the entertainment, media and marketing, retail, travel and performance, design, and life sciences industries, Nielsen Business Media provides business-to-business products and services in print, online and in person. With 42 publications, more than 60 trade shows and 185 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, PLEASE CONTACT**

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