

September 2004

NEW

The Industry Network

A large cruise ship, the Queen Mary 2, is shown at night, illuminated by its own lights and external cranes. The ship is docked, and its reflection is visible in the water. The name "Queen Mary 2" and the Cunard logo are visible on the side of the ship.

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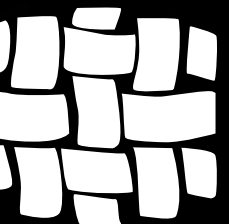
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a letter from the President



Jeanne Varney
Host Marriott Corporation

Now that the days of summer are just about over, it is time to focus on the exciting Fall/Winter slate of activities that NEWH has to offer! An extensive slate of events from October through January caps off another successful year for NEWH as well as positions us for an even more successful 2005.

We begin with fun in the sun at the **HD Boutique Expo** in South Beach Miami in early October. While you are there, stop by the NEWH booth and the South Florida Chapter's **Bubble Bash** fundraiser. November brings NEWH and the who's who list of hospitality professionals to The Big Apple for the **IH/M&R Show**. During this exciting convention, NEWH has many events that offer opportunities for nation-wide networking. At the Gold-Key Awards Breakfast, NEWH, Inc. will award the first annual **Icons of the Industry Scholarship Award**. This year, we are privileged to honor in memoriam, a true icon in our industry, Thomas Durkin, Sr. As we announced in our last Magazine, Patricia Durkin has generously endowed this year's scholarship and we are truly grateful for her support of the NEWH Mission to award scholarships to individuals pursuing careers in the hospitality industry. Numerous other networking opportunities are available during the show. The Greater New York Chapter is throwing their annual **Party of the Year** - co-hosted this year by IH/M&RS on Sunday. **Shelby Williams and MMPI are hosting a cocktail reception** on Monday at the A&D Building and invites ALL NEWH members to stop by. Don't forget about visiting our NEWH trade show booth and meeting fellow members, prospective members and, of course, our professional staff.

December caps off the year with our biggest celebration yet. On December 4th, NEWH, in conjunction with our Los Angeles Founding Chapter, will be celebrating our **20th Anniversary at the NEWH Woman of the Year Awards, the Los Angeles Founding Chapter & Gala** at the Regent Beverly Wilshire in Beverly Hills. In addition to awarding the 2004/2005 NEWH Woman of the Year honors, we will be celebrating 20 years of NEWH success. Past Woman of the Year recipients and members across the world will be in attendance, so don't miss this exciting event!

One more very important "Save the Date" event - our **NEWH International Leadership Conference** that will be held January 20-23, 2005 at the Embassy Suites Biltmore in Phoenix, AZ. We are strongly encouraging those in current leadership positions across all of our NEWH Chapters, those interested in assuming more of a leadership role or those just wishing to know more about NEWH and developing their own personal leadership skills to attend. Be on the lookout for conference registration information soon!

Don't hesitate to log on to our website www.newh.org and reference the Events section for more detailed information on the above events or programs in your area. Understanding the time demands from both a professional and personal perspective, I encourage all of us to take advantage of as many of these events as we can and look forward to seeing and meeting as many of you as I can.

In the Spirit of Networking,
Jeanne Varney



calendar of events

United States

september 14-16

Hospitality International Annual Franchisee Gathering and Trade Show
Hotel Monteleone
New Orleans, LA
(888) 952-1235

september 21-22

Association of Travel Marketing Executives 2004 Conference and Tradeshow
Westin Philadelphia Hotel
Philadelphia, PA
(914) 834-9110

september 27-28

PhoCusWright Executive Conference
Millennium Hotel London Mayfair
London, England
(860) 350-4084

september 28-october 1

Lodging Conference
Arizona Biltmore
Phoenix, AZ
(212) 877-0866

october 6-7

Hospitality Asset Managers Association (HAMA) Fall 2004 Meeting
Four Seasons
Chicago, IL
(781) 544-7330

october 10-12

2004 Country Hearth Inn Convention
Perimeter Crowne Plaza
Atlanta, GA
770-393-2662

october 13-15

15th Annual Hotel Investment Conference Asia Pacific
InterContinental Hotel
Hong Kong
(949) 574-3900

october 14-17

International Society of Hospitality Consultants (ISHC) Annual Conference
Millennium Gloucester Hotel
Kensington, London
(703) 684-6681

october 17-19

International Hotel Conference
Le Meridien Beach Plaza Hotel
Monte Carlo, Monaco
(312) 595-1390

october 20-22

2004 Americas Leadership Conference, InterContinental Hotels Group
McCormick Place Convention Center
Chicago, IL
(770) 604-2731

october 25-27

6th Annual Timeshare & Resort Investment Conference
Royal Pacific Resort at Universal Orlando, A Loews Hotel
877-700-1153
www.timeshareinvestment.com

november 12-16

American Hotel & Lodging Association Fall Conference
New York Marriott Marquis
New York, NY
(202) 289-3171

november 13-16

International Hotel/Motel & Restaurant Show (IH/M&RS)
Jacob Javits Convention Center
New York, NY
(914) 421-3206

Europe

september 7-9

The National Floor Show
Venue: Harrogate International Centre
Harrogate, Yorkshire England
Tel: +44 (0)870 7511 406
www.nationalfloorshow.co.uk

september 11-14

Decocontract
Venue: Decosit/Decocontract
Brussels Expo,
Brussels, Belgium
DecoContract 2004 presents among others the following product assortments: window coverings, wall coverings, floor coverings, upholstery, bed covers, bed linen, mattresses and towels. Furniture, lighting, and accessories will still be exhibited as components of the different projects. The target group 'hospitality' is clearly delimited, although hospitality is put in a great perspective including hotels, motels, holiday villages and condominiums/ cruise ships
Organisers: Texirama
Tel: +32 (0)92 43 84 50
Fax: +32 (0) 92 43 84 55
Email: info@decocontract.com
WWW: <http://www.decocontract.com>

september 14-16

Mediterranean Travel Fair
Venue: Cairo International Exhibition & Convention Centre
Cairo, Egypt
www.mediterraneantravelfair.com

september 23-26

100% Design
Venue: Earls Court 2 Exhibition Centre
Warwick Road,
London SW5 9TA, England
Directory Companies Woodcrafts and Evoline will be exhibiting
Organisers: Reed Exhibitions
Tel: +44 (0) 20 89 10 77 24
Fax: +44 (0) 20 89 10 79 85
WWW: www.100percentdesign.co.uk

september 26-30

Hogatec
Venue: Dusseldorf Trade Fair Centre
Dusseldorf, Germany
16th show featuring food, drink and interiors
Organisers: German Hotels and Restaurant Association
www.hogatec.de

september 26 -september 29

Hotel@Decorex/Decorex International 2004
Venue: The Royal Hospital,
Chelsea, London SW3, UK
For further information see the Directory Entry for Hotel@Decorex in
Directory/Hotel Equipment/Exhibitions and Trade Shows
Organisers: Ian Thompson Associates
Tel: + 44 (0) 20 7833 3373
Fax: + 44 (0) 20 7833 3379
Email: info@decorex.co.uk
WWW: Www.decorex.com

september 27-28

6th Hotel Summit
Venue: Whittlebury Hall Hotel
nr Silverstone, Northants, England
Organisers: Forum Events
Tel: +44 (0)19 20 44 42 02
Email: s.hendy@forumevents.co.uk
WWW: www.forumevents.co.uk

september 30-october 2

Light and Electricity 2004
Venue: Exhibition Halls
Palace of Light and Culture
Warsaw, Poland
Organisers: AGENCJA SOMA SPJ.
Tel: +48 22 649 76 69
Fax: +48 22 649 76 83
Email: info@lightfair.pl
WWW: www.lightfair.pl

october 15-24

Interieur 04
Venue: 19th International Biennale of
Creative Interior Design
Kortrijk Xpo
Kortrijk
Belgium
Email: INTERIEUR@INTERIEUR.BE
www.interieur.be

october 19

The Wood Awards 2004
Venue: Carpenters' Hall, London
The Wood Awards 2004 is now calling for
entries.
Buildings completed between June 2003 and
May 2004 are eligible to enter categories for
Private, Commercial, Structural and
Conservation & Restoration.
Awards are given for outstanding design,
craftsmanship and installation of wood in UK
joinery and structures.
Organisers: Kate Ramsay, Wood Awards
administrator
Tel: 07957 730707
Email: kate@woodawards.com
www.woodawards.com

october 25

Hoteldesign Awards & Conference
Venue: Marriott Grosvenor Square
London.
The only event of its kind in Europe, it will comprise a Conference,
entitled "Designing for Change", which will be held during the day and
an Awards dinner and ceremony in the evening.
Organisers: Emap Publications
Tel: +44 (0)207 207 5500
Email: fionamiller@emap.com
www.hoteldesignevent.com



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Vision Statement

The Industry Network

Mission Statement

WHO WE ARE:

Members of NEWH, INC. are professionals actively engaged in development, management/operations, architecture, communications, design, distribution, education, manufacturing, production, purchasing, and sales of the Hospitality, Foodservice, Senior Living and related industries.

WHAT WE DO:

1. Sponsor scholarships and actively promote the education of eligible students aspiring to enter the Hospitality, Foodservice, Senior Living and related industries.
2. Encourage cooperation and exchange of information among those engaged in all aspects of the Hospitality, Foodservice, Senior Living and related industries.
3. Disseminate information to the industry through lectures, seminars, trade meetings, news bulletins and awards for excellence.
4. Serve the industry, students and the membership of the NEWH, INC.

STUDENTS:

NEWH, INC. recognizes the talent and ability of students and encourages involvement in all areas of the Hospitality, Foodservice, Senior Living and related fields through scholarships, seminars and educational programs.

INDUSTRY:

NEWH, INC. members are involved in developing activities to stimulate and promote the Hospitality, Foodservice, Senior Living and related fields.

MEMBERSHIP:

NEWH, INC. provides meetings, educational programs, seminars and career opportunities for its members.

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For more information on NEWH please visit www.newh.org

If you would like to submit an article for upcoming issues please contact Lisa A. Haude at 281.373.3769 or email lisah@paradigm-design.com

from the editor

long, lazy days of summer

As the summer winds down and fall begins, discussions around the water cooler turn from “*what are you planning to do this summer*” to “*what did you do on your summer vacation?*” Visions of exotic travels, trips to Disney World and family campgrounds suddenly take over the break-room and everyone enjoys hearing about ones travels. But now that Labor Day has passed, the long lazy days of summer are officially over and the cool, crisp autumn days will soon begin.

While I hope that everyone enjoyed a pleasant and relaxing summer break, the editorial staff at NEWH has been hard at work to bring you more exciting travels from around the world.

First, our Editor from Canada, Sue Lamont, coordinated a sneak peek - behind the scenes look at the exciting Queen Mary II which debuted this past spring/summer. Here you can read about what it took to put together this fascinating and beautiful new luxury liner.

In addition, we take a look at America’s favorite pastime...food. Here you learn some new tricks from the trade to designing a smashing new restaurant to how the restaurants in Canada differ from the dining experience in the states.

Needless to say, I think there is a little something for everyone. So sit back, relax and enjoy that last ray of sunshine as you enjoy this issue...from cover to cover...

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hospitality news . . .

Media Bulletin

Register for the IH/M&RS by October 15 and Save 50%

The “early-bird” registration rate of \$25 – 50% savings – for the November 2004 International Hotel/Motel & Restaurant Show (IH/M&RS) is in effect through Friday, October 15, 2004. After October 15, the attendee registration fee is \$50 per person.

CNN's Carlson and Begala to headline IH/M&RS Saturday Hospitality Conference Program. New format includes Industry Summit, Outlook and Targeted Sessions. Political pundits **Tucker Carlson** and **Paul Begala** of CNN's Crossfire will headline the keynote luncheon of the new International Hotel/Motel & Restaurant Show® (IH/M&RS) Hospitality Conference, on Saturday, November 13, 2004, geared toward upper level hospitality management. The day-long conference program precedes IH/M&RS exhibits and sessions running Sunday, November 14, through Tuesday, November 16, 2004, at New York City's Jacob K. Javits Convention Center.

Atlanta-based **Decca Hospitality Furnishings**, [DHF], the U.S. division of **Decca Furniture, Ltd.**; a China based manufacturer of high-end furniture for the hospitality industry, is moving its corporate office to Atlanta's Piedmont Center in the Buckhead area. The move, which will be completed this week, also includes the opening of the Decca Hospitality Furnishings U.S. Showroom. The showroom will serve as a central location for designers, purchasers and owners to review the Decca product line. With the move, DHF will more than triple the size of its current office space. “Since launching our U.S. operations, Decca has demonstrated consistent growth and success in the marketplace. We have furnished a number of new hotels including the Mandarin Oriental Hotel in Washington, DC, Four Seasons Budapest, Four Seasons Jackson Hole, and the 1000 room addition to the Venetian Hotel and Casino in Las Vegas,” said **Nick Hart**, President and CEO of Decca Hospitality. “This move is a direct result of that growth and we're extremely excited that our new corporate headquarters will serve our future needs as we continue to expand our operations.”

DHF announced that it has promoted **Angie Hanks** to Vice President, Western Region. With the promotion, Hanks gains responsibility for driving sales efforts for DHF's Western region, including managing its West Coast sales team. In addition, Hanks will oversee the company's recruiting and training efforts of sales representatives in that region. “Angie has made an immediate, positive impact at our company,” said Nick Hart, President and CEO of Decca Hospitality. “She has consistently demonstrated a laser focus on strategically growing Decca's West Coast client base. This increased responsibility

affirms our belief in Angie's continued success and leadership ability.” Hanks, who is based in Los Angeles, joined Decca Hospitality in 2003 as its West Coast sales representative.

DHF is a division of Decca, LTD, a Hong Kong-based furniture manufacturer of upper middle and high-end hospitality case goods and seating.

At its Annual Business Conference this year, **Carlson Hotels Worldwide** honored Guest Access International as Select Service Vendor of the Year. Guest Access International has been a Carlson Hotels Worldwide vendor since 1997. Guest Access International product line offerings have increased and sales have grown over 70% in the last five years. Representing Guest Access International at the Carlson Hotels Worldwide annual business conference was Joy Matejek, Vice President, and Cathy Edwards, Account Executive. Matejek commented, “It is an honor to work with such outstanding professionals as those in the Carlson Hotels Worldwide family.” Carlson Hotels Worldwide is a global leader in the hospitality industry and is part of Carlson Hospitality Worldwide which includes over 1,700 hotel, resort, restaurant, and cruise ship operations in 82 countries. Carlson Hospitality Worldwide is a division of Minneapolis, Minn.-based Carlson Companies, one of the largest privately held corporations in the U.S. Guest Access, Int'l. is a hospitality industry leading manufacturer offering premium quality products direct from the factory. Product offerings: stock and customized items include keycards for electronic locks, keycard envelopes, casino cards, membership cards, privacy signs, in-room signs, luggage/golf bag tags, name badges, guest loyalty cards and gift cards. All interior non-illuminated signs including directional, room numbers, OSHA and ADA compliant; business cards, stationery, envelopes and van graphics. Supplier and program manager for many top hotel holding companies, Guest Access International is a member of the American Hotel & Lodging Association, the Asian American Hotel Owners Association, and the Mexico Hotel Association. Joy Matejek is a Master Hotel Supplier and member of the Dallas chapter of Network for Executive Women in Hospitality.

Plantscapers, Inc., a top-notch interior design and landscaping firm on the cutting edge of plant design, has garnered the prestigious Calibre Award from the International Interior Design Association (IIDA). The award is in recognition of the incorporation of natural, elegant beauty into a “high tech” theme at the prestigious Irvine law offices of Jones Day. Irvine-based Plantscapers, Inc. received the award for a commercial project under 35,000 square feet by integrating a “high tech” theme element that was envi-

sioned for the prestigious offices of Jones Day. The law firm is among the world's largest and most geographically diverse and provides representation to more than half of the Fortune 500 companies. Plantscapers, Inc. President Julie Farrow said it was an honor to receive this coveted award from the IIDA. "We continually strive to be innovative and creative in our design and it is such a privilege to be recognized in this way," Farrow said. Jeanne Smolinski, a design consultant for Plantscapers, Inc., was called in on the Jones Day Project by the leading global architectural, design and planning firm, Gensler. Smolinski used her expertise to create a beautiful vision of nature both inside and outside the law firm's conference room by placing two high-end silk replicas of equestrium (horsetail) on each side of the conference room's glass doors. The plants were placed in 38-inch tapered, rectangular planters made of fiberglass and glazed on top with thumbnail-sized, natural-colored pebbles. Plantscapers, Inc. is a prestigious interior design and interior landscaping company that caters to a wide range of Southern California clientele, from small offices and homes to large corporations.

Roos International Ltd., Inc., a premier supplier of glass textile wall coverings for 18 years, has announced that its expanded Texturglas® product line will continue the excellent reputation enjoyed by its earlier Tassoglas product line that Roos distributed for 12 years. The result is an actual expansion of its product line because of the addition of new innovative Texturglas® products, including a sound absorption wall covering, a block liner, and a specially formulated adhesive. The Roos Texturglas® Sound Control System is specifically designed to meet new emerging code requirements for the school, hospitality and health care industries, as well as the expanding home theater market segment. Designed for both ceiling and wall applications, the system offers an attractive paintable surface with enhanced acoustical performance, including sound absorption and the reduction of outside noise. Roos Block Liner provides an attractive alternative to skim coatings on both walls and ceilings. This roll product effectively covers masonry, tile, knock-down texture, plaster, paneling, brick and block surfaces. It can then be painted or serve as a liner for wall covering or knock-down texture. The new Roos Ecofix starch-based powder adhesive was specifically developed for use in installing all Texturglas products. Designed for use in all temperatures, environmentally friendly Ecofix is made from regenerated, degradable materials, creating no harmful VOC emissions. The Texturglas products are all environmentally friendly, and the basic woven textures are breathable to reduce the risk of mold and mildew. For more information on the Sound Control System, Block Liner, Ecofix or other Texturglas products, visit www.roosintl.com. Texturglas is a registered trademark of Roos International Ltd. Inc.

An international selection of lodging and restaurant properties have been named finalists for the 24th Annual IH/M&RS Gold Key Awards for Excellence in Hospitality Design. Twenty-four projects from 14 design firms were selected from more than 150 entries in eight new and enhanced award categories. The Gold Key Awards are presented by the International Hotel/Motel & Restaurant Show and sponsored by Interior Design and HOTELS magazines. Award finalists and winners in each of the eight categories will be recognized during the 89th annual International Hotel/Motel & Restaurant Show® (IH/M&RS), at the Gold Key Awards breakfast on Monday, November 15, 2004 at the W New York. The Gold Key Award for Excellence in Hospitality Design is the premier interior design competition for the hospitality industry. They are held in conjunction with the International Hotel/Motel & Restaurant Show (IH/M&RS) taking place November 13-16, 2004 at New York City's Jacob K. Javits Convention Center. This year's awards brings new sponsors - Interior Design magazine and Hotels magazine - as well as new award categories. A total of eight categories, including first-time awards for Best Hotel Design and Lounge/Bar.





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Europe

Top Floor UK

Top Floor have won commissions for a Sheraton hotel in Saudi Arabia, and a world class residential development in Manhattan. New designs from their hand-knotted and hand-tufted ranges are underway for 100% Design in September.

HDP

The Kempinski Giardino di Costanze Resort & Spa is located in the southeast of Sicily about an hour's drive from Palermo. There are 89 rooms and suites with deluxe public space to include a health and wellness center and a large banqueting facility to accommodate up to 800. HDP's contract is to purchase the OS&E (operating supplies and equipment) to a value of 1.4 million for an expected opening in August 2004.

Artefact

Artefact have recently supplied artworks across the Globe from the Hotel Esplanade in Croatia to St Petersburg, Russia where they supplied just under 1000 pieces of artwork for the Corinthia Nevskij Palace. Artefact have just been awarded the public area artwork contract for the Grosvenor House, London. The company has been working with designers and specifiers including MKV Design, GA Design International, and Amanda Rose Design.

Marion Weatherhead

NEWH member, Marion Weatherhead, returned from her first visit to Japan. Marion, who is a management consultant with construction experts Gardiner & Theobald, advises on strategic issues related to construction and property. Reflecting upon the difficult time corporate business managers have with business properties in such a densely developed environment, she was delighted to find that her book, 'Real Estate in Corporate Strategy' is to be translated into Japanese and published in Japan. For those who read English, Marion's book is readily available from Amazon published by Palgrave Macmillan. Marion can be contacted at M.Weatherhead@Gardiner.com.

Nobilis Fontan

Nobilis are supplying to two prestigious projects; the Executive Rooms for De Vere The Belfry and also supplying fabric for the rooms and furniture for Drakes Hotel Brighton.

Lorraine Ward

Lorraine has changed jobs and is now working for London Furniture Services, based in Boweast London, - an old established upholstery and bespoke furniture manufacturer. They will be launching a new range of contract furniture including sofas, and chairs in the summer. tel 07958 245248.

Hill House

Hill House were perfectly poised for a great 2004 after winning the Bentley International Property Award for Best Classical Interior Design 2003 for 5 star projects. They are currently completing a London Penthouse for developers

Crown Dilum and have just finished the design of a luxury show-house in Ascot for Octagon Developments.

Theresa Dowling

Theresa is just completing some whacky graphic brochures for the British Council, and in her spare time has recently been appointed editor of a new glossy magazine, for guess what - horse-racing. (Dowling meets Dettori ...The Long and the Short of it... yeah we know!)

Osborne & Little

Osborne & Little launches its new Chelsea showroom with exclusive Michael Reeves upholstery collection. Michael Reeves' showrooms in London's Brompton Cross and New York's meat packing district were loved as a rich melting pot of furniture, antiques, accessories and artworks curated and edited with natural flair. Now Osborne & Little has negotiated exclusive global rights to distribute Reeves' own upholstered furniture collection in their relaunched showroom. Catalogue and trade discounts available soon. Please contact Rachael Palij, Contract Sales Manager, for further details. palijr@osborneandlittle.com.

Gill King Associates

Gill King will be showing a small selection of new pieces from the furniture companies she represents at this year's Spectrum Exhibition stand M16 (18-21 May) at The Commonwealth Institute, London. Gill works with a "family" of some of the most prestigious names in European furniture making, including Austria's Franz Wittmann and Germany's Ronald Schmitt, and recent hospitality projects she has supplied include the Glasshouse Restaurant at The Grove in Watford, and Senso Restaurant in Paris designed by Conran and Roppongi Hills in Japan. New product designs from Wittmann are: Berlin, a dining chair; Davos, a recliner; and Sydney, a modern reworking of the classic swivel chair. Lutron, The Prestige Hotel in Barcelona incorporates a lighting control system for a different and highly personal hotel. One can switch to the desired scene just by pressing a button. This was one of the most important elements when it came to choose the Lutron lighting system. A total of 6 different lighting scenes were preset to change light levels throughout the day.

Chase Erwin

Chase Erwin have won a large contract to supply handwoven Thai silks to the Abu Dhabi Conference Centre Hotel in the UAE. Meanwhile they have received a 6 page publicity spread in the American magazine Veranda and received the editor in Iceland who was there to interview Ragna Erwin and organise a photoshoot around the Blue Lagoon. members news newsletter designed by Theresa Dowling email: tdowling@dircon.co.uk Racing Life Pat Eddery exclusive interview Chantilly Whistlejacket Lammtarra Plus Ascot Preview Racing Commentary Spread Betting Stable News Timeform Competitions All the fixtures for 2004.

S

on the road again...HD Expo 2004

HOSPITALITY DESIGN EXPO & CONFERENCE 2004 BOASTS RECORD ATTENDANCE

Declared an overwhelming success by both attendees and exhibitors

The 13th annual Hospitality Design Expo and Conference (HD 2004) exceeded pre-show expectations when this year's show, "Design in Motion," hosted more than 8,000 qualified attendees, including 940 exhibiting companies, making it the most successful expo to date. Beginning April 29 and running through May 1, 2004, the show attracted the industry's top manufacturers, suppliers, architects, designers and other related industry leaders, according to show officials.

"The overall energy, excitement and enthusiasm at this year's show was unprecedented," said Michelle Finn, Vice President, HD Group. "We heard from many first time attendees that they were impressed by not only the number of exhibitors assembled, but how valuable the show turned out to be both on an educational and networking basis."

HD 2004 Highlights Included:

- Hospitality Design magazine's 2004 Platinum Circle Award recipients were honored at Rain in the Desert® nightclub in the Palms Hotel and Casino. Established in 1987, the Platinum Circle Awards program honors exceptional achievement by individuals and corporations within the hospitality design industry. This year's recipients included Stephen Hanson, president, B.R. Guest Inc.; George Yabu and Glenn Pushelberg, founding principals, Yabu Pushelberg; and Stephen Perkins and Deborah Lloyd Forrest, founding principals, ForrestPerkins.
- More than 2,000 exhibitors and attendees networked at HD's signature annual event, Party by the Pool, capping two full days of high-energy industry exchange at HD 2004.
- The eighth annual Hospitality Design magazine and International Interior Design Association (IIDA) Product Design Awards were handed out in eight categories. Daisycake.com, Inc. was awarded the coveted Best of Competition honor for its Kriske Architectural Chainups.
- 24 continuing educational conference sessions (CEU's) featured more than 75 experts serving up topics ranging from hospitality design certification and hot restaurant trends to the future of digital DNA.

- Announcement of the annual Best Booth Award competition. Winners included Instyle Contract Textiles (100 sq. ft.), IAP (200 sq. ft.), Summit Furniture (300 sq. ft.), Masland Contract (400 sq. ft.), Crypton Super Fabrics (600 sq. ft.), and Durkan Patterned Carpet (800 sq. ft.).

HD 2004, presented by Hospitality Design magazine, is ranked as one of the fastest growing tradeshow in the country by Trade Show Week. Attended by designers, architects, consultants, contractors, developers, owners/operators, purchasing agents and specialists, the event has become the epicenter for design innovations and supplier information specific to the full spectrum of hospitality environments, including hotels, restaurants, entertainment venues, casinos and clubs, cruise ships, senior living facilities, timeshares, resorts, spas and others. Exhibits cover the gamut of the hospitality design industry, featuring furniture, fixtures, lighting, upholstery, wall coverings, window treatments and more.

"The show has really progressed over the past four years that I've attended, particularly in the level of the design being shown and the scale of the show itself," said attendee Kate Korten, principal, Kate Korten Design Strategies. "It's a tremendous opportunity for networking and inspiration."

Longtime exhibitor, Michael Echolds, CEO of Tropitone saw a 36 percent increase of traffic to his booth and an 18 percent increase in qualified leads to his business at the show this year. "Without question, HD Expo is the most important resource for designers today, it is their opportunity to spend time in a concentrated way," he said.

Ron Katz of Pavillion Furniture also was impressed by HD 2004. "This show is quality, the people are quality and the show is well organized," said Katz. "We really believe strongly in the show and will continue to come back."

According to another show supporter, Desiree Worsley, National Sales Manager, Design Origins, "It's been a fantastic show! The enthusiasm for the up tick in the industry and the positive mood in the industry has had a positive influence on the show and the energy here. We'll surely be back in 2005."

HD 2005 will take place May 5-7, 2005 at the Sands Expo & Convention Center in Las Vegas. For more information about HD 2004 or next year's HD 2005, please visit www.hdexpo.com or email hdexpo@vnuexpo.com. HD 2004 is produced by VNU Expositions Inc. and is presented by Hospitality Design magazine. S

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presented by **hospitalitydesign**

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Kathleen Larsen,
Director of Design, Franchise &
Special Projects, Hilton Hotels
Corporation World Headquarters

Dale Hipsh,
VP of Operations,
Seminole Hard Rock Hotel & Casino

Douglas Parker,
President & CEO, The Parker Company

Christoph Zbinden,
Senior Corporate Director of Food & Beverage,
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cruise ship of elegance...

aboard the Queen Mary II

by: Anita Bell
Senior Designer at SMC Design Ltd.

“Classical Art Deco with elements of current state-of-the-art design” is perhaps the best way to describe the interior schemes on board Queen Mary 2. Much of the inspiration for the overall theme of the ship actually came from the “Golden Age of Travel” the 1920s and 1930s - when fast transatlantic liners were at the peak of their popularity.

For us this project began in earnest in Autumn 1999 when we were asked by Cunard to be lead Architects following a series of successful refits carried out on their existing fleet. With the ship being completed and in service in January 2004, we had a longer than normal lead-time to prepare our designs. This process of creating interiors for a ship the size and magnitude of Queen Mary 2 has been both long and complicated and in my experience of it I would like to say that it has been an incredible journey and an enormously educational experience.

One point we have been clear and adamant on all through our design process was that we did not want to slavishly copy or recreate the old Liners but rather distill out the essence of them and bring this into a more contemporary design, even to create a “new liner style”.

One of the early tasks was to research this well documented era and old Liners and assess what made them so memorable. This research led us to a number of principles, the main one being for the ship to revolve around the use of clean, straight liners created with the help of top grade, quality materials. An example of this is

that we wanted real wood veneers wherever possible. This meant developing special fire retardant lacquers to meet the stringent regulations that ships have to comply with. Another classic feature of many historic liners that we wanted to use was that of back lit glass ceiling panels, (to act as a false sky light) as these help to create a sense of light and space. As the QM2 is the longest, highest and widest passenger ship ever built, lighting became a key issue and one of many challenges we faced. Due to the placing of the public areas low in the ship for better stability and the fact that because of the weather that can be encountered on the North Atlantic windows sizes are limited. With the use of these “false skylights” we were able to bring large areas of light into the centre of the ship. As we were fortunate enough to have larger than normal volumes in this ship we were able to develop unique decorative light fittings and chandeliers both as wow factor and a way to bring large amounts of light to the inside of the ship.



Over 250 mood boards were created to ascertain the general direction and atmosphere for each of the areas. These boards act as a great way of sounding out the direction in which a client sees the interior going. To create these boards, various images of different styles of interiors are collected. These are then presented together with examples of the finishes (fabrics, wall claddings, flooring etc) we see as appropriate to create the feeling and style for each area onboard. It is at this early stage that the client's

input is greatly appreciated and of huge benefit to the designer. We found that for some areas Cunard had an exact idea of the style and direction of some spaces. The best example being the Golden Lion Pub. With a name like this and with both British and American passengers sailing, this has to be a traditional British Pub, with the



use of timber, leather, chesterfields, brass fittings and etched glass.

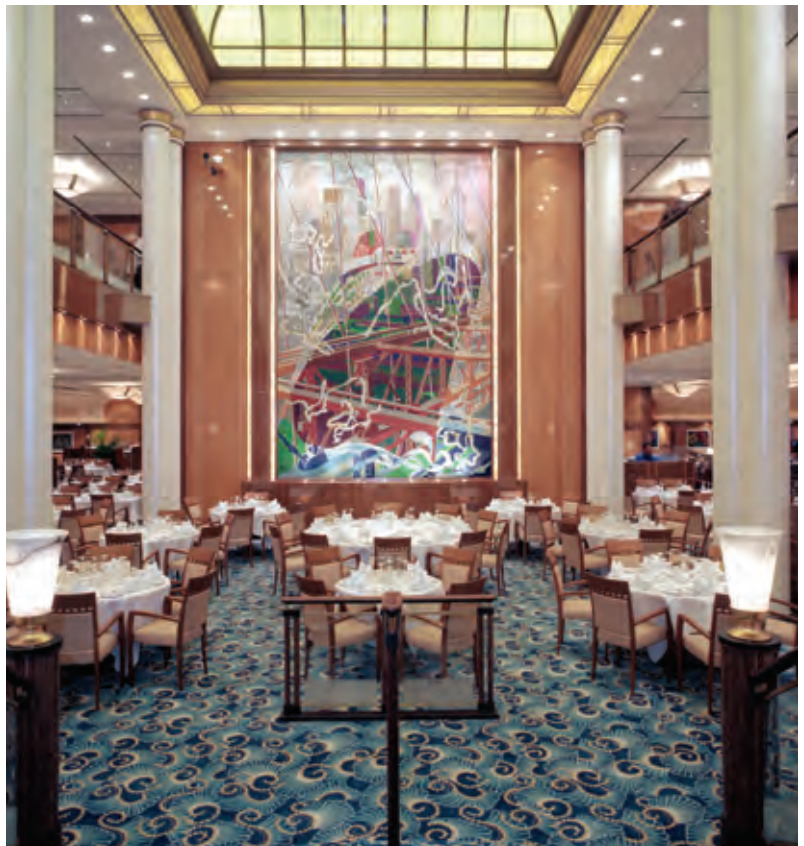
One room that proved trickier to establish a design for was the “Queen’s Room” an area used for afternoon tea, dancing lessons, balls and many other types of entertainment. The QE2 has a room also named and used in the same way, and in the spirit of this room, which in 1969 was the height of modernity, we first presented a very futuristic scheme. This was soon rejected and a more Deco style scheme was shown to the client. This was liked better but not felt to reflect the grand volume of the room and indeed its name. After two more changes to colours (more regal reds, blues, silvers and golds) and patterns (traditional and floral) we arrived at the scheme we see today.

Many of the designs for public spaces on board Queen Mary 2 were created from a particular point of reference, for example, the Casino was inspired by the one in Monte Carlo. The furnishings and carpet were specifically designed using rich black, gold and red tones. A special motif design was developed for curtaining, upholstery and carpeting to invoke a sense of ritzy opulence at the gaming tables. A large mural depicting a late evening or early morning Casino and its terrace adorns the end wall.

Another area of note is the Chartroom Bar. This is a sophisticated drinks lounge which is a continuation from the popular area on Cunards existing QE2, the QM2’s little sister. The flavour in this room is decidedly nautical with extensive use of sea greens/blues and pastels to the soft furnishings and upholsteries. Lalique style glass wall lights and the use of timber veneers such as burr elm, walnut and lemonwood instill a calm, relaxed sense of ease to the area.

Suites and Penthouses were also given individual design styles. The Duplex & Forward Suites share two different colour schemes. Soft turquoise/green and rich cream/chocolate. Dark rosewood and macassar timbers have been used in these suites together with beautiful art deco furniture from Spain. The Penthouses, by contrast, have been designed in an ultra modern style with clean lines and rich red fabrics for dramatic effect.

Then, after each area’s design style had been established, precise layouts were worked up and agreed. These layouts need to take into account many factors, but chief amongst these are the clients operational needs, the structural demands of such a unique ship, and the services required to run a “small city at sea”. It is often here that compromises have to be made and many meetings carried out to fine tune the detail.





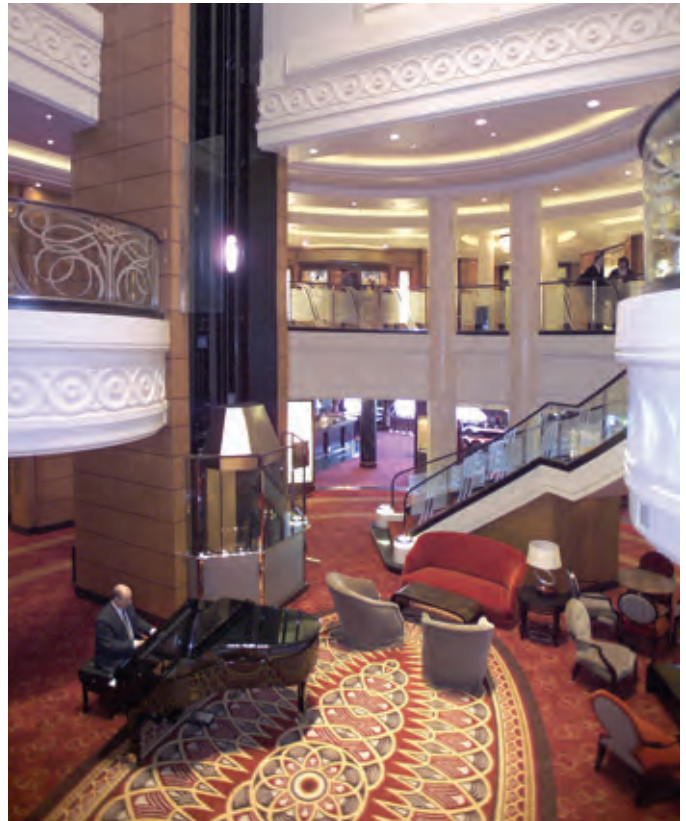
Once these plans are signed off and approved, we produced hand painted renderings and illustrations and final sample boards, all of which help to describe the design and ambience of each of the spaces before being presented to the client. The client, to market the ship worldwide, also uses these in the later stages.

After approval, the task of bringing all of the different disciplines together to conform to budgets and delivery schedules begins. It is here that the shipyard, Chantiers De L'Atlantique in France, comes into its own. The yard was chosen as being one of the most competitive in terms of cost and delivery time and also because they are one of a few that could physically build a ship of this size.

This particular stage, though not as outwardly exciting perhaps as the design phase, is just as important, as it is here that time must be spent on every detail and finish that goes into the ship to ensure a high standard is met. To achieve this it often calls for visits to outfitters workshops, fabric and carpet mills, artist studios and furniture factories as well as regular site visits to the ship itself. With the QM2 being such an international ship, suppliers visited were spread from Miami to Poland and Sweden to Italy.

Finally, as completion nears, all the component parts that not only make up the ship but also are essential for the ship to operate and take onboard passengers, have to be fitted, installed or stored. It is here that one is almost living onboard and supervising, snagging and double-checking that everything fits, is in the correct finish, and is to the highest possible standard. Of course, with so many individual parts, it is inevitable that something will go wrong and at this late stage the designer has to think on their feet to find solutions that can be achieved and still look like they were meant to be part of the original scheme.

Looking back I feel incredibly privileged to have worked on



such a prestigious and unique project. Queen Mary 2 is a true liner in all senses of the word and the ultimate in first class cruising. There can be no other ship like her in the world.

S



cruise lines expand options...

state-of-the-art ships and diverse itineraries

by: Rosa Greco, Fabric Innovations

Miami is well known as the gateway to the Americas and the cruise capital of the world. Enormous cruise ships decorate the landscape at the Port of Miami, inspiring us to dream about an exotic vacation surrounded by crystalline water, blue skies and sunshine. Much more than just a method of transportation, a cruise ship truly is a floating hotel.

Like land-based hotels, cruise ships offer a variety of different room layouts to accommodate every preference and budget. Cabins range from cozy interior staterooms, to oceanview and balcony staterooms, to luxurious multi-room suites. While typically a bit smaller in size than their landside counterparts, cruise ship staterooms are efficient and attractive in design, and include the amenities any savvy traveler would expect: television, telephone, private bath, shower, vanity and even a hair-dryer. An added attraction, of course, is the ability to visit several different ports of call, while only having to unpack once!

Far from being restricted to the Caribbean, cruise ships today can take guests to some of the most diverse and exciting vacation spots in the world. Itineraries include Alaska; Europe; Scandinavia and Russia; the Pacific Northwest; Hawaii; Canada and New England; Bermuda; Mexico and the Panama Canal.

Miami is by no means the only city from which one can embark on a cruise vacation. Most major lines are now catering to an even wider customer base by adding new homeports within driving distance of major population centers. Guests can now begin their cruise experience in New York City, New Orleans, Seattle, Los Angeles, Galveston, Baltimore or Philadelphia, to name a few.

Royal Caribbean Cruises Ltd., parent company of the Royal Caribbean International (RCI) and Celebrity Cruises (CCI) brands, is one of the largest cruise ship operators in the world. RCI's fleet consists of nineteen vessels belonging to five distinctive classes: the ground-breaking

Voyager class, featuring an ice-skating rink, a promenade lined with shops and cafes, and the rock-climbing wall that is now a signature feature onboard every RCI ship ... the Radiance class, with more open space, balconies and glass walls than any other ship ... the Vision class, featuring themed restaurants, casinos, lounges, and solariums... the Sovereign class, with fun and entertainment for the whole family ... and the most cozy and intimate ship, in a class of its own: the Empress of the Seas, which was recently renovated to feature spectacular new interiors, a new Italian restaurant and more.

In recognition of the cruising industry's important role in South Florida's vibrant hospitality community, NEWH South Florida recently arranged for a tour onboard one of the most impressive ships in the Royal Caribbean fleet. On July 24, 2004, members of NEWH visited the Voyager-class Navigator of the Seas to enjoy a guided tour, followed by a luncheon in the magnificent 3-story dining room. Inaugurated in December 2002, this state-of-the-art vessel has a 3,114-passenger capacity, weighs 138,000 tons, and has a top cruising speed of 23.7 knots. The Navigator features all the amenities of the Voyager class: 1,000 guestrooms and suites, conference facilities for up to 400 people, large swimming pools, upscale dining choices, shops, a casino, a spa and fitness center, a miniature golf course, an ice-skating rink, and of course, the signature rock-climbing wall. The tour was escorted by several shipboard and shoreside RCCL employees, including Lisa Ghai, who is also the director of membership for NEWH South Florida.

For more information about Royal Caribbean Cruises Ltd., and its upscale brand, Celebrity Cruises, please visit www.royalcaribbean.com and www.celebrity.com. S



your hotel restaurant...

from bust to boom

by: Richard Hendrie
LINK Inc.

- Figure out your target market...focus on your strengths and market to that clientele.
- Try not to compete with your local restaurants.
- Interior designers that specialize in restaurant renovation work can give your space a face lift and refresh a tired looking space and that can save you a lot of money instead of trying to fund a complete renovation.
- Understand your clientele and what they would be looking for in a restaurant in your hotel. You won't find a McDonalds in the main floor of a W Hotel.
- Match the design to your clientele.
- Focus on what you do best. Play to your strengths. If you make a great burger focus on that...Great steak? Focus on that.
- Reduce your menu size and focus on a theme of food. Don't offer the world because you'll never be able to execute it. Simplify it for profitability.
- Have lunch or dinner, or drink specials to pep up your daily menu, and that will offer options for your regulars to keep them coming back.
- Create atmosphere is your restaurants...create a theme that suites your clientele.
- Don't scare potential patrons with a style that looks expensive if it really isn't. Or don't price your food too high if you don't have a high-style establishment.
- Can you draw business from local businesses? What would they be looking for? A better bar, an upscale restaurant, a casual dining experience, a great place for lunch? This can subsidize otherwise slow times of the day.
- Interior designers can focus your spending and renovating needs. They know where to spend your money for maximum effect.
- Consider money spent on your restaurant/bar as an investment.
- Don't try to be everything to all people. FOCUS. Branding is the new trend. Make it all work together as one experience...exterior of hotel, restaurant entrance, lobby , rooms, it should all be a common theme.
- Are you looking to increase your alcohol sales? Then focus on a bar.
- Keep your prices competitive...hotel restaurants are generally perceived as overpriced so people tend to seek out other restaurants in the area. Don't insult your patrons with high or unreasonable prices.
- Entice them to use your premises.
- A well designed restaurant/bar will have the look and feel of a brand name establishment. This adds credibility.
- If your patrons have to pay a taxi fare to get to another restaurant in the area, a well priced menu may just keep them in your establishment...as well as a clean, good looking space with atmosphere...how could they pass it up.
- They might just consider having a drink in your bar, even if they are still going out on the town for dinner...that adds to your bottom line.
- With stricter drinking and driving laws, many patrons prefer not to have to venture out with their cars to seek another establishment.
- You have a captive audience so captivate them!
- Dinner drinks and relaxation all under one roof....a home away from home. Engage them in an experience. YOUR experience.
- Everyone enjoys a hotel with a great bar....it's a meeting place. It should look great and have an attitude that is alcohol driven. This will increase liquor sales dramatically. There are good profit margins on alcohol...coffee too!
- Market your restaurant and bars within your own hotel...and market it to local businesses.
- Would a separate entrance off the street entice people that would generally just walk on by?
- Look at your client base and build a strategy.
- Focus on your target market.

It is important to study your neighbourhood restaurant competition. Try not to compete with them...they are specialized....pick a theme that will not compete with them.

- Establish a marketing plan execute it and make it part of your hotel experience.
- To the business traveler you're a home away from home.....so be it.
- To the tourist you're a refuge of relaxation and comfort....so offer it.
- It takes experienced people to run a restaurant, possibly consider hiring experienced F&B people, if possible.
- Is your restaurant too big, or is it too small for your hotel...what is it's function?
- During the day it may have a different need than in the night time...how can you make you unit dual purpose for these daily changes?
- Some hoteliers are now bringing in brand name franchise restaurants to fill the gap. Maybe this is an option to consider. Possibly lease out your space to a restaurateur.

On Design:

- Create a theme.....not necessarily a visible theme like sports bar or roadhouse theme....but something that would suit your clientele.
- Maybe you just need to update or refresh the look. Tired restaurants keep people away. They are perceived as dirty and low value.
- Open up to the lobby if possible to generate some energy.
- Break up the size of your restaurant if it's too big to manage.
- Beef up your graphics and signage and marketing.
- Increase your bar presence.
- Good lighting is key to setting a mood.
- **IT'S A MEETING PLACE SO MAKE IT FEEL LIKE ONE...WARM AND INVITING. HIP ... COOL ... FUN ... WHATEVER.**
- What other uses could your restaurant serve?
- Business meetings, parties or receptions or small conventions...market it this way to local businesses.
- Do you appeal to single diners...would they feel comfortable sitting alone in your space?

- Be committed to making it work. It takes a lot of time and focus.
- Hire the expertise needed to get the most out of your investment!



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DESIGNED BY MICHAEL WOLK

powerful tools of the trade...

tabletop pieces grabbing more attention

by: Nancy Bohnett
International Woodwork Corporation

How do restaurants become a huge hit, while others fizzle? Many operators and owners have all the right ingredients, yet customers pass them by. In the more recent years, food establishments have become more diverse in their offerings, and less driven with themes and overwhelming décor packages. Is this creating better product and experience for the diner? In reviewing the many components of restaurant success, a strong collaborative design process with the team is a common and recurring element. The sophisticated diner of today is captured by tasteful, comfortable and stylish interiors providing the operators with a competitive edge.

The sophisticated diner of today is captured by tasteful, comfortable and stylish interiors providing the operators with a competitive edge.

Imagine walking by a restaurant window and the visceral design of the tabletop setting reminds you of a fine jewelry store: the light, color, design and proportion all have you smiling. You are immediately captured and drawn in, volunteering to challenge the senses, and end the mystery. One immediately focuses on the menu, making the culinary choices that offer a reflection of space and personal taste. The guest is offered to sip from a glass and involve him or herself with the table setting as the first course is served. The combination of a satisfied palette and a total emotional experience, qualifies the approval of the guest. The shared attention to detail, style and cuisine is most often supplemented by the table setting, environment and food all working together.

The comfort value attracts and maintains the customer, much of which is provided within the first few minutes of a visit. An inviting design statement, the lighting and the aromas of the dining experience to come, combined together with service justify success. The team which develops this experience combines different objectives all being addressed together not independently. The designer reviews tabletop design as an extension to the décor, while a chef is displaying their art of cuisine, and those providing service reflect the durable and practical approach to the style of dining.

Clark Wolf, a food, restaurant and hospitality consultant, is paving the way for designers and restaurant owners to better understand the importance and effectiveness of tabletop décor. Clark begins with a tableware program

that gathers information and documents the overall philosophy and direction of the team. The program becomes a foundation for the restaurant while equally providing a checklist for the overall success and outcome. This tool, which involves everyone, provides the interactive research from conception to the opening of the restaurant and beyond.

Clark's program is applied to every project, allowing all facets of the space to work congenially and cohesively. The tabletop pieces are well thought out to compliment and encourage the restaurant's goals. Clark's many years of success

shares with the industry a necessary look at one detail of dining that many times is overlooked. The incorporation of the tabletop items will bring all elements of the dining together, providing a total experience and emotional connection for the guest.

The expectations, sophistication and mixed cultural influences that drive the ongoing need to reinvent products and design, has provided a strong direction in the restaurant business. Many restaurant chains and brands have upgraded their interiors to accommodate the correct dining experience for the cuisine as well as the customer. The reinventing of the restaurant and product are most commonly adjusted with altering food, theme, seating layout, color or lighting. These changes often incur great expense; not realizing the beginning of the dining experience is felt with the hands and conveyed to the mind. First impressions are long and most often ever lasting, thus the importance in details, function and tablesetting.

Many of the restaurants in recent years have used table settings that are of incorrect proportion, encompassing the guest with an uncomfortable dining experience, if not messy. Most often we are lead to believe a romantic setting includes tabletop décor with centerpieces or small voiles. Often the flowers were not well maintained, and the small candlelight is not kind to ones personal appearance. These elements effectively compliment an interior when placement occurs on perimeter walls or in entries, providing more shared impact and satisfaction to a guest. Many tabletops can be inexpensively altered, changed, or rearranged accommodating a new and fresh feeling to a diner.


The trend for dining out more frequently, combined with social interaction, has created a design direction with a less formal approach in the space planning and overall décor. A guest appreciates comfort and style, brought about in the design and the detailing, which can be translated to a more residential feeling. Individuals operate on four levels: physical, emotional, intellectual and spiritual. Value experience includes all four, combined together to provide an increase in comfort and pleasure. Unique value and experience is shared with emotional impact, and cannot always be predicted for equal outcome with each guest.

Tabletop elements set the emotional experience, accommodating the diner throughout their stay, never discounting the most important part of the journey, the food. Often the culinary choices of bowls and the color white win over the chefs, showcasing the food.


Tabletop elements are taking on new shapes influenced by the fusion of the cultural and ethnic cuisine. The attention to glassware is equally seen with ongoing creative beverage selections. A designer creates a satisfying and inviting statement seen in both the hotel-based and independent restaurants of today. While focusing on the tabletop, one now can recognize the overall impact and importance that can accentuate a more common experience into an exceptional and extraordinary one! S

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MICHI DESIGNS

Michi Designs is a Division of Michi Inc.

education in culinary arts...

by: Nancy Bohnett, , International Woodwork Corp.

The importance of “Hands on Experience” and formal education could not be more important or beneficial than in the culinary arts programs of today. In prior years, chefs were self taught or would learn from family or mentors in their work place. Formal education was for those going into management or ownership, giving more concentration to the business end and not the art of cooking. A good balance of business and hands on experience within the education and internship programs are being made available today. The growing numbers of those that eat outside the home and the various TV food programs, has successfully fueled the acknowledgement and respect of chefs.

In all professions we see the ages of the students to be very different than 10 years ago. Many classrooms are filled with all ages, following what tends to be their passion or desire in life. The non-traditional students are returning to the educational experience to go forth with a career in something that brings them great pleasure and not necessarily the highest pay. Post 9-11 allowed many to re-evaluate their lives, determined to enjoy their life and get rewards doing it. To many it has been a great sacrifice, and others a great relief to live out their passion and have fun in their career.

In a recent review of Culinary Arts schools, I was very impressed with the Robert Morris College Culinary Institute and their new facility provided by Slick Design and Phelan Associates. As one enters the center, the realization that this is not your normal academic environment is very powerful. The use of technology, clean design lines, LED color changing elements and beautifully orchestrated space keeps you entertained. As the executive director of the school, Nancy Rutonno shared with me, “state of the art technology and a futuristic approach in all the elements was top priority in developing the space.”

The “hands on experience” is creatively appointed with custom detailing located in the cooking stations, reception area, private dining area, commercial kitchen and demonstration areas. The sophisticated spaces create wonderful teaching environments allowing the greatest interaction with instructor and student. The demonstration area allows the instructor to be viewed in LCD monitors, accommodating the students to work along with the chef while not leaving their work stations. The use of technology provides comfort, ease in teaching and the ability to provide satellite feed for outsourcing of various programs and course material. The method of teaching at Robert Morris is paving a way for future education to model a real working environment with actual commercial equipment, without leaving the campus.

The importance of team effort is shared with the architect, interior designer and the school director. Much of education today, is marketing to the sophisticated student of tomorrow and to stand out beyond the other educational facilities. Tom Phelan, the architect, felt it is critical to incorporate the creative use of advanced technology, and to maintain the ongoing outstanding reputation of Robert Morris College Technology Program. The design incorporates this technology into the kitchen and the lecture room, allowing the culinary students an option to the paper and pencil. By analyzing existing culinary facilities from an instructional point of view and not solely from the “kitchen” point of view, the team was able to greatly improve upon the environment created for the student and facility alike.

The success of all educational facilities today is shown in the success of their graduates, and what better place to acquire your skills than from professionals. In the Robert Morris Culinary College all the instructors are working professionals in the culinary field. The opportunity to train with knowledgeable instructors dealing with current trends and tastes prepares the student for the real world and real life. A student of today is looking for their greatest potential upon graduation, and Robert Morris brings the added elements of technology, credibility of guest chefs, internship experiences all over the world and a state of the art environment in which to learn these skills. This environment recognizes the importance of instilling the importance of stylish, comfortable, and tasteful interiors, to stay ahead of the competition and maintain the continued attendance for the sophisticated diner of today. A student can learn how to stay ahead of the competition by taking a common experience and turning it into an exceptional and memorable one. S

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Milliken Carpet

the new direction for restaurants in Canada...

by Andrea Benner
Benner Group Interiors

What is it that makes Canadian restaurants Canadian? The first three things that come to mind are Canadian bacon, maple syrup, and Tim Hortons. However, Canadians are much more diverse than our dually noted Tim Hortons (coffee & doughnuts eh?).

In order to understand what type of restaurants survive in the Canadian marketplace, we must first understand what it is that truly defines Canadians and their culture.

Quite simply, Canada is a unique combination of most other cultures from around the world.

Canada prides itself at home and abroad as a country made up of a cultural mosaic rather than a cultural melting pot. The mosaic is based on our belief that Canada as a whole becomes stronger by having immigrants bring with them their cultural diversity where each individual people are invited to join the nation and still retain their cultural identities, complete with traditions, languages and customs for all Canadians to learn from.

Walk down the streets of Toronto, Vancouver or Montreal on any given day, and you will definitely experience the exotic flavours...Asian Canadian, Polish Canadian, Portuguese Canadian etc....Each community is as unique as it's country of origin, yet it is as much a part of Canada as leaves are to a tree.

Knowing Canadian culture is extremely important to the restaurateur, designer, food service consultant, architect and patron. Given our cultural diversity, Canadian restaurants are different from our American counterparts. Restaurant chains from abroad may or may not survive our cultural or socioeconomic demands.

American restaurants have a difficult time introducing many restaurants into the Canadian market because the American business model does not work here. Other factors such as labour (much more expensive in Canada), construction (much more expensive in Canada), and return of investment are not the same.

"Canadian's are developing concepts for a Canadian market. If it can work in Canada it can work anywhere", says

Martin Hirschberg of Hirschberg Design Group Inc. a Toronto based hospitality design firm. The American market is very accepting of specialty restaurants such as a rice pudding store, etc.....

"Canadians are demanding value, service, ambiance and casualization from their restaurant experience. Our weekend time is precious, therefore we would like to do it casually", Hirschberg exclaims.

Canadians are also a family driven society, both husband and wife work, the 2 1/2 kids are in daycare, and meal preparation digs into the family quality time. Restaurants, like any other market are driven by the demographics and the market dictates the design concepts. As the market changes, the restaurants change to suit the demands. It really is that simple.

What is a Canadian family restaurant? We first need to ask ourselves, what is the definition of a family? A family is different to each and every one of us. It can be husband and wife with no children or a husband and wife with children. It can be grandparents with children, etc... Whatever the equation, there will always be a restaurant available to entertain most patrons.

Some of the restaurant design buzz words Martin rhymed off were:

Fast casual - a food trend as well as a design trend. A place (such as Boston Pizza) to grab a quick bite to eat, where the food is relatively inexpensive, the service is quick, and the selection offers a healthy option.

Grab & Go - Imagine this..... You have had a busy (normal) day at work, you pick up the kids from daycare. Kids are hyper and hungry (so are you). You drag them into the grocery store, pick up a few necessary groceries, wait in the express line (kids are jumping, crying...)Ok, I know, you don't have to imagine this. It is reality!!

Grab & Go is a concept where one can experience healthy dining in an upscale environment in a hurry. More often than not, these types of restaurants are designed with the "family" in mind.

Meal replacements - Frozen food options which are quick to prepare and serve. Ten minute meal plan!

In a health conscious society, people are more aware of what they are putting into their bodies. Restaurants, especially fast food restaurants are zoning in on the perceived healthy menu options. The trend as Hirschberg states is “fast food service with high end food”.

How does a restaurant offer value, better quality, convenience of service as well as appealing to a more sophisticated palette? Let’s look at the basic, rudimentary needs of the increasingly sophisticated and experienced customers (and the good ole average Joe!!!). According to Hirschberg, Canadians want:

- Comfortable place to hang out
- Gathering place to relax and of course eat
- Feeling of casual dining
- Higher end
- Higher quality
- Innovative cuisine
- Fresh food that comes speedily
- Extraordinary options

Given this information, how does one design for the distinctive client, whilst providing upscale decor?

Hirschberg’s expertise in designing some of the most outstanding restaurants in Toronto is like coining the phrase “the proof is in the pudding”.

Martin is a certified food service consultant, and an Interior Designer. Armed with these talents, Hirschberg proclaims that the interior design is influenced by two things, food and then the demographics. “If you start with imagery then the restaurant is doomed for disaster”, states Hirschberg.

One of Hirschberg’s observations was that in this fast casual world of restaurants, Canadians have a lot of food courts which are often found in big malls. The trend has shifted in Canada, and the big malls of yesteryear are not being developed as much. This shift has created a new trend for the self contained restaurant operation. Therefore the restaurants once found in the shopping malls become the fast casual restaurants of today. It is in these restaurants we now find the healthy menu options, and convenient service. Undoubtedly, food service, design and location are vital in the survival of the Canadian restaurant.

The critical part of food service and restaurant operation is that it impacts both budget and space. A major component of restaurant design is the kitchen, which represents up to 1/4 to 1/3 of space. In simple terms the kitchen encompasses the major part of the design. Hirschberg mentioned that another Canadian favorite is the “eater-

tainment” option which is exhibition cooking done with theatrical flair. Here preparation is visible to the customer, and an entertaining part of the dining experience. These restaurants are synonymous with higher quality food as a destination created with show biz panache. The design is integrated with food service. Chefs are busy creating masterpieces, right before your very eyes. As mentioned earlier, we are concerned about our health, and we love to see the freshness of the food we eat. These innovative restaurants are an extraordinary part of Canada.

Canadians see this same style of dining trickle down into the cafeteria design of our Universities. Many University students find themselves on a meal plan. Quite honestly in the past many options on these plans were seemingly unhealthy. Today, the healthy option trend is not only viable in our Universities, it is an integral part of the menu and dining experience. So much so that Hirschberg states that Carlton University in Ottawa has been able to introduce a “kitchen forward” concept, where any food preparation etc. that was done behind walls is now done in front of the patron. Students can enjoy Mongolian grills, or specialty pastas. The individual items are selected by the patron, brought to the grill, then prepared in front in one’s presence (with or without oil). This new way of presenting food and developing restaurants has had a positive impact on the Canadian Market.

So you see, Canadians do have more to offer than back bacon, maple syrup and Tim Hotons. However, there is nothing that summarizes Canadian cuisine more than our multicultural mosaic. We are a country of many origins, traditions and flavours. Canada is a uniquely exotic country, with tastes to satisfy any craving. S

NEWH celebrates 20 years

The [Los Angeles Founding Chapter](#) is holding its 20th Anniversary Celebration, not only of the Founding Chapter but of NEWH itself. The theme, Celebrate the Past, Create the Future, will be brought to the event through video presentations which highlight the 20 years of the Chapter’s growth and the birth of the International organization, NEWH, Inc.

The evening’s festivities will include a look back at what made NEWH “The Hospitality Industry Network” and will also be the vehicle for the presentation of the 20th Woman of The Year. The previous nineteen Women of the Year will be introduced as we celebrate 20 remarkable years and 20 outstanding women – a few among the thousands of remarkable women who have been part of NEWH’S growth.

The beautiful Grand Ballroom of the Regent Beverly Wilshire Hotel in Beverly Hills, California is the location and the date is Saturday, December 4, 2004. For further information, please contact NEWH c/o Judy Regan, Event Chair, at 323.939-0310 or via email at melroshade@earthlink.net.

Jamie Oliver story...

by: Sue Lamont, Lamont Interiors

Jamie Oliver has become an inspiration to many young 'wanna be chefs'. He is the working class boy from Essex, dyslexic and didn't succeed exceptionally well in school. He played drums in an unknown rock band, and now owns one of the most famous restaurants in London. His training was no better than that of other trainee chefs at Westminster College. But, it was his love and knowledge of food that has made him the lovable rogue we know today.

Ultimately, it is Jamie's passion for food that makes him stand out among his peers. This passion thrives as he continues to learn, study and experiment. It is visible within all his cookbooks and the amazing combinations of meat and fish dishes together with herbs, spices and the array of vegetables, scrumptious salads and mouth-watering bread. And with all these surprises comes the simplicity of his recipes and cooking methods that we can all follow with ease.

'15' restaurant exudes Jamie's passion and dedication rotating 15 trainees from disadvantaged backgrounds with profits going to Cheeky Chops charity fund. And it is Jamie's relaxed approach to eating glorious food that is expressed by these dedicated, hardworking trainees.

The kitchen is visible from the moment you step through the front door but the trainees who are in full view are engrossed in their creations unperturbed by the constant stream of curious diners.

The 1906 built warehouse has been converted into a contemporary and sleek yet relaxed bar and restaurant. The décor mirrors Jamie, contemporary with a stylish splash of graffiti. Liken it to the coffee bar in "Friends". That's fifteen, that's Jamie Oliver. S



Lindsay Sharman trainee extraordinaire

Lindsay began her catering experience as a Saturday girl in a delicatessen in Brixton, working her way up to full time Assistant Manager of the Patisserie. During this time she became aware of foods she had never seen or tasted before.

It was over 2 years ago Lindsay had been watching a Jamie Oliver programme on TV and could immediately see a better future for both her and 2 year old son, Shea. "I remember my face streaming with sweat in the interview... I was so nervous but I just thought I can do this."

So Lindsay started the 17 month intensive trainee programme on 30 March 2003 with 24 other trainees, 16 of which were chosen to work at '15' restaurant. The first six months comprised of intensive study after which they were each placed on a work experience programme for 6 months. This was a difficult phase of adjustment for both Lindsay and Shea as any spare time was spent studying.

"At times I felt I was letting down Shea, the other trainees and the kitchen ... and I was constantly reassuring him that Mummy had to do this and it would be better for the both of us in the end."

Approximately 6 weeks ago NEWH committed their support to Lindsay's childcare so that Shea is fully supervised before and after school at the childcare of her choice.

"I am very fussy about who takes care of him and now I can feel at ease that Shea is in good hands and the strain has gone."

Having dropped Shea off at the Before School Club, Lindsay is normally in the kitchen by 9.45am. She then prepares to cook for 25 of the 60 covers. Shea is dropped off to the After School Club until 6pm after which Lindsay will collect him. But today she is doing a double shift finishing at 11.30pm so she won't see him until

morning at her mother's. And, at home they like to cook pizza and cakes together.

"I think we mostly eat modern British at home: Toad in the Hole, Shepherds Pie, Lamb Roast .."

Now, as the 17 months draws to a close in August, Lyndsay reflects back and realizes the benefits both Shea and she have gained from her training ground.

"'15' has brought me out of myself. I was very nervous and found it very difficult in the beginning. The communication in the kitchen was difficult and different to my previous experience... The chefs are often from different cultures and therefore I've learnt a lot of different methods of doing everything..... being one of a team helps so much, there is always someone to talk to. We are almost like family.

"We were introduced to Jamie at the beginning of the programme in Wales and I've worked with him in the kitchen half a dozen times. I think it is mostly absorbing his energy, his passion for food that I have gained."

After the training ground at '15' the trainees are again placed in work placement programmes. Many will work in Europe where Lindsay hopes to do so in a few years time.

"Now, I'd like to help other trainees....I would be able to relate to them and their experiences."

Lindsay can now plan for the future in a way that she couldn't have dreamed of doing before.

"Maybe I'll have a café in the park, or a patisserie and I want to buy my own home.... Education is so important for Shea and I want him to be grounded. My little one is going to be a rocket scientist." S

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oh Canada, oh Canada

the fairmont royal york

royal beds in the clouds

by: Andrea Benner
Benner Group Interiors

The Fairmont Royal York's beds appear to float among the clouds. That's because the hotel's custom-designed four poster beds on the rooftop herb garden sit 200 feet above ground, 45 feet above sea level, and 18 stories high! Overlooking the CN Tower, with a magnificent view of the lakefront, the herb garden provides a stark contrast to neighbouring chrome-and-glass office towers of downtown Toronto. In 2003, Where Toronto magazine named it among the top 101 sights in the city.

Executive Chef and "herb-an" gardener John Cordeaux has brought his love of gardening to new heights on the hotel's rooftop, where he grows a variety of herbs, vegetables and ornamental fruit trees. Cordeaux oversees the herb garden, the only one of its kind in Toronto, as an extension of the hotel's environmental program and as part of the chef apprenticeship training program.

Only in its seventh year, the highrise herbarium successfully produces the herbs needed for dishes in the fine dining rooms of The Fairmont Royal York. "We are the only hotel and dining establishment in the city to feature our

own herbs and vegetables," says Cordeaux. "Every chef's dream is to have his own herb garden - and we have created an oasis on the rooftop."

Cordeaux has come up with a variety of culinary delights seasoned with seasonal fresh herbs and summer recipes as featured in restaurants throughout the hotel. For sensational salads, a variety of fresh herbs are added to vinaigrettes, and delectable desserts are adorned with edible flowers. Lemon balm, edible pansies, and red basil are just a few of the many herbs growing in the custom built four poster beds in the garden which features 17 beds and 23 planter pots. Italian red kidney beans, pear trees, and sweet cherry tomatoes also have their own beds along with dwarf cherry and plum trees.

All the herbs are organically grown beginning with all natural fertilizer, sheep manure. Due to the size of the garden the watering is done on a rotational basis by apprentice chefs from each of the various kitchen departments. Other daily duties include regular cultivation and harvesting for optimum growing so the herbs are plentiful and ready for seasonal use.

S

it's keen to be green...

The Fairmont Royal York is keen to be green! The hotel follows a comprehensive "green action plan" that includes recycling, re-using, and reducing waste consumption.

The Fairmont Royal York developed its award-winning environmental program in 1990 following the results of a company-wide survey in which 91.9% of employees supported more environmentally-friendly practices. The hotel's environmental committee, the "Green Team," was created to develop a waste audit program focussing on waste management, energy, water consumption, chemical use, and organic food products.

The Fairmont Royal York is also working with the Fatal Light Awareness Program (FLAP) in an effort to save the lives of thousands of birds flying through Toronto every year. Migrating birds become confused by bright lights at high altitudes, and of the 10,000 which fly into buildings yearly, more than half never return to flight.

The hotel responded to the 'bird strike' problem in the city's downtown core by rewiring its roof and installing a split circuit lighting system on the roof. In doing so, The Fairmont Royal York engineers were able to eliminate any chance that reflected light could cause birds to fly into the hotel or nearby buildings.

On Earth Day 2002, employee volunteers successfully planted 560 trees as part of the Green Team's "millennium project". This project follows their 1999 & 2000 planting initiatives in parks and nature conservation areas.

In addition, every year as part of Earth Day activities, The Fairmont Royal York hotel participates in the "Toronto Corporate Community Cleanup Challenge" - winning "Hotel Challenge" titles such as "Most Garbage Collected" and "Most Creative Way Collected".


The Fairmont Royal York's recycling program is about more than putting glass, cans, and tins in the Blue boxes that appear in all guest rooms, meeting facilities, and in each office of the hotel's 55 departments. It's a comprehensive program that includes a food reclamation program, water conservation, and recycling of plates, furniture, and toiletries. All of the food waste in the hotel, around 2,200 pounds daily, is picked up by Turtle Island Recycling, who sterilize the waste and make fertilizer. Even the hotel's fine china is turned over to people in need.

The Fairmont Royal York has taken serious measures to conserve water. Water-saving showerheads, electronic sensors, and the flush-o-metre system have been installed throughout the hotel, and a towel conservation program has reduced unnecessary water consumption by 40,000 gallons per month.



In recent years, The Fairmont Royal York won Canadian Pacific Hotels' Environmental Hotel of the Year Award for 1996 and the Recycling Council of Ontario's Business Award in the silver category for 1997. The dedication of the 1,200 employees to the green action plan continues to ensure its success. S

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from across the pond

Leighton House was the setting for the NEWH summer cocktail party, generously sponsored by Hotel Installations Project Support. The opulence of rich decoration and a fine selection of paintings by Lord Leighton and his contemporaries provided the sumptuous setting. Cocktails and arabesque canapés were served in the exotic Arab Hall and studio. The latter was traditionally used by Lord Leighton for his musical soirees. Members and guests generously, and in good spirit, supported the charities of YCI and Cheeky Chops which aid the training and education of disadvantaged women in the hospitality industry.

For further information on NEWH membership contact Lynn Fisher: lynnfisher48@hotmail.com



NEWH, Inc. 2005 leadership conference

You may have heard the buzz... NEWH has set the date for our next Leadership Conference. The dates are January 20-23, 2005. The location is the beautiful Embassy Suites Biltmore in Phoenix AZ, one of our country's premiere vacation and destination locales. Mark your calendars now and plan to attend!

Nearly 150 leaders from our 21 chapters and organizing groups across the United States, Canada, and the United Kingdom will join you at the 2005 Leadership Conference. You are the top-notch individuals who serve as Directors on the Boards for our local chapters and on our International Board of Directors. You include designers, hoteliers, purchasing agents, project managers, consultants, manufacturers, and representatives. **All** NEWH members are invited and encouraged to attend.

Our purpose is to provide training that will enable you, our leaders, to better manage your chapters, increase professional performance within your companies and ultimately raise the bar within our industry. Our agenda will consist of training at three levels:

- Training by Chapter Discipline/Best Practices
- Professional Development
- Overviews of our industry and the future of NEWH

The success of the Leadership Conference will have a tremendous impact on the quality of our chapter Board of Directors in the coming years. That will ultimately impact everything we do as an organization including membership, scholarships, programming and our overall contribution to our Hospitality industry. It's VERY exciting!

We will see you in Phoenix!


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