

# NEWH

The Hospitality Industry Network

In this Issue

NEWH's Leadership Summit  
Green Products for Any Project  
Two New Nightclubs  
Sustainability Lessons from Sweden



## Happy Feet

Meet Ulster and five other carpet companies making a difference





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pg 4



pg 12



pg 20

**ON THE COVER**

Happy Feet: Meet Ulster and five other carpet companies making a difference.

Story on page 34

Pictured from left: Ulster's Bhavini Patel, John Louw, Christine Kennicott, and Erin Kromis in front of their office.  
Photography by Russ Bryant



**News**

NEWH's Leadership Summit, chapter briefs, and who's who. **pg 4**

**Conference Update**

Highlights from Match and HOTECH, and an HD Boutique preview. **pg 8**

**Have you Seen?**

Green product options from your fellow members. **pg 12**

**Product Know-How**

Cutting through the logistics. **pg 16**

**On the Scene**

Photos from chapter events and HD Expo. **pg 20**

**Sustainability: Point of View**

NEWH Sustainable Hospitality continues to grow. **pg 24**

**Sustainability:**

One CEU for three chapters from Sweden's Scandic Hotels. **pg 26**

**Design 101: International Project**

Giana DiLeonardo captures Marriott's Bangalore location. **pg 28**

**Cover Story: Happy Feet**

The latest green initiatives from the carpet industry. **pg 34**

**Project: Blush**

In Las Vegas where bigger is better, Roger Thomas goes for the intimate. **pg 38**

**Project: Aura**

Jeffrey Beers International brings a theatrical experience to the Bahama. **pg 42**

**New Members**

The newest additions to the NEWH family. **pg 50**

**Save the Date**

Don't miss these NEWH and industry events. **pg 56**

**Partner Profiles**

Meet this month's highlighted corporate partners. **pg 58**



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**A photo from the NEWH 2007 Leadership Conference:**  
**Bottom row, left to right:** Laura Ann Francis, Whitney Tredwell, and Laurie Woliung;  
**middle row, left to right:** Carol Ranno, Toby Schermerhorn, Carrene Ressa, Michelle Thomas, Kristin Smith, and Geri Millman; **back row, left to right:** Jo Allen, Heather McCarty, Cliff Tuttle, Jen Nelson, Theresa Carroll, and Stacey Bran.



## Take the Lead

**NEWH is bringing its annual Leadership Conference** to San Diego, January 9-11 at the Hotel Solamar. Like its name implies, the three-day event is dedicated to helping attendees (designers, architects, purchasers, owners, or manufacturers) be better leaders—whether by building a more successful chapter or business. Highlights include a presentation covering the 16 points of leadership, a day dedicated to sustainability, as well as an industry outlook. And to make sure there is plenty of networking, events are planned for each evening, including an opening party at Design Within Reach and scholarship dinner with a sustainability theme. “There’s a lot going on in San Diego—there’s a lot of restaurants and hotels to draw from, a lot of manufacturers and designers in the vicinity, and we hope the location itself in proximity to our industry is the draw,” says Julia Davis, NEWH’s vice president of events of why San Diego was chosen, adding that they picked the Solamar for Kimpton’s dedication to sustainability. “And the weather was a huge plus.”

More information email: [leadership.conference@newh.org](mailto:leadership.conference@newh.org)

### Chapter News

**Greater New York** This year, the chapter hopes to surpass the \$22,500 it gave in scholarships last year, and award \$40,000 to hospitality students in need. To do so, the chapter has put together a night of unique experiences on November 7th. First up, a unique networking opportunity, as the chapter brings *Hospitality Design* magazine’s popular Owners’ Roundtable to New York City for the first time. Guests will join 20 of the most influential hospitality leaders in New York City in the industry’s only one-to-one roundtable. Roundtable “hosts”—hoteliers, restaurateurs, and brand executives—will switch every 10 to 15 minutes, offering guests the opportunity to hear multiple perspectives. Next, the chapter will open the doors to a few hundred more of its closest industry friends, for its biggest fundraising blowout of the year. Taking over the new Edison Ballroom (formerly the Supper Club), Light Up

the City promises to be the must-attend party of the International Hotel/Motel & Restaurant Show circuit. Designed by Glen Coben, the space features a private VIP room, lush banquettes, and plasma and LCD screens to spare. For more information, visit [www.newh.org/lightupthecity](http://www.newh.org/lightupthecity)

**Houston** The chapter’s scholarship winners include: Franceska McCaughn, hotel and restaurant management, University of Houston (\$2,500); Toni Cospes, interior design, Art Institute of Houston (\$2,500); Karen Brown, interior design, University of Houston (\$1,500); Melissa Rehoff, interior design, Art Institute of Houston (\$1,500); Lavelle Washington, culinary arts, Art Institute of Houston (\$500); and Emily Smith, interior design, University of Texas at San Antonio (\$500).

**Los Angeles** The chapter’s 23rd Annual Gala will be held Saturday, December 6th, in the Beverly Hills Ballroom at the remodeled Beverly Hilton Hotel. For more information, email [newhgala@gmail.com](mailto:newhgala@gmail.com). The chapter also awarded 15 scholarships in March, thanks in part to the generous support of Carl Ross Design, JLF/lone meadow, NLP Furniture Industries, *Hospitality Design* magazine, MTS Furniture, Amtrend Corporation, Durkan, Designtex, and UltraGlas. At the event, Stefan Muhle, GM of the Orchard Garden Hotel in San Francisco, spoke about the challenges and rewards of operating a LEED-certified hotel.

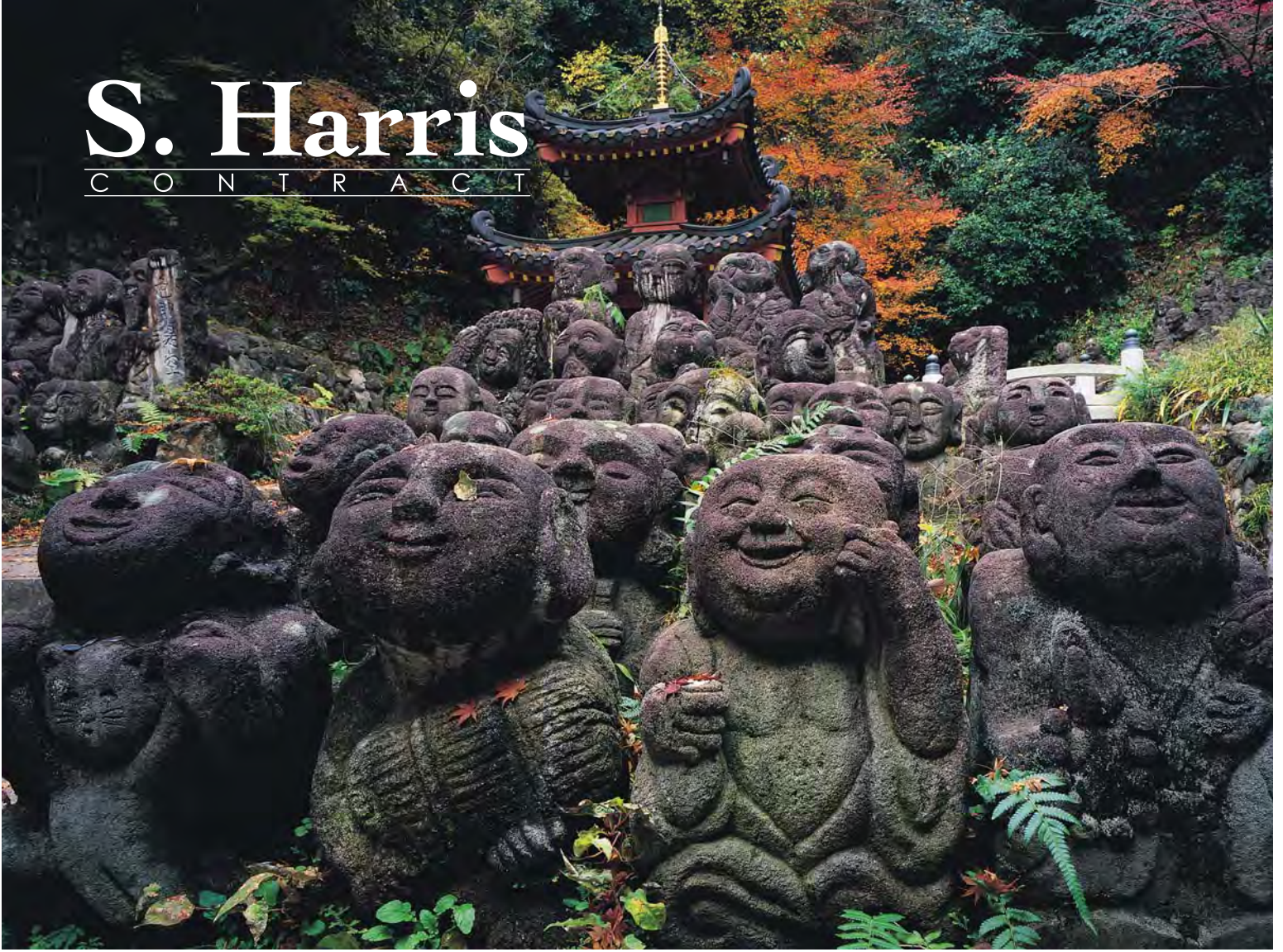
**North Central** Member news: Kate Koskey gave birth to Calvin on June 9th. Anne Fahland, membership director, is getting married at the end of this month.

**South Florida** The chapter’s annual scholarship fundraising event Bubble Bash—the closing event of HD Boutique—will take place on Thursday, September 18th, at 8:00 p.m. at the Fifth nightclub. The night will include dancing, passed hors d’oeuvres, and multiple raffles. For tickets, email Laurie Shevrock at [laurie@guthrieassociates.com](mailto:laurie@guthrieassociates.com).



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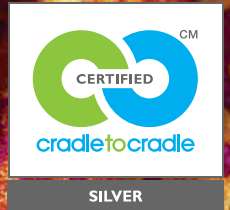
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# who's who

From marriages to promotions, see what your fellow NEWH members are up to



aloft Montreal Airport opening



Brad Friedmutter



Alexandra Ryan



DesignPoint's renovated office



Diana and Michael  
Dobin of Valley Forge



France Varin



The Rosser family: Tate,  
Kelly, Glen, and Lachlan

Photo by Lori Aschbrenner

Interior Talent Inc., the staffing solution for the architecture and design community welcomes **Katie Hammers** to its Chicago office. The company also has a new website ([www.interiortalent.com](http://www.interiortalent.com)) that includes hiring and salary trends for the community as well as recruiting services.

**DesignPoint, Inc.** recently renovated its office space. Photos are available at [www.designpoint-interiors.com](http://www.designpoint-interiors.com).

**C Smith**, principle of Studio C Communications, recently won a gold Hermes Creative award for Integrated Marketing Materials for LaCor Furniture from the annual international Hermes Creative Awards honoring public relations and marketing excellence.

Toronto Chapter member **Kim Huynh** recently joined Mackay|Wong Strategic Design after graduating from Ryerson University's School of Interior Design.

**Starwood Hotels & Resorts Worldwide, Inc.** recently opened its first **aloft** location in Montreal: the aloft Montreal Airport.

**Hospitality Industry Solutions & Consulting**, a division of [grupogherardi.com](http://grupogherardi.com), added three new services: debt analysis, makeover plan, and capacity and demand analysis. [valterinagherardi.com](http://valterinagherardi.com)

Members Ken and Meg Guest own **NutMeg Unlimited, LLC**, which provides professional representative and distribution services to the hospitality and commercial industries. [www.NutMegUnlimited.com](http://www.NutMegUnlimited.com)

**Laura Nankin**, national project manager for Artistic Framing Inc., recently completed the artwork for the W Buckhead, the Ritz-Carlton Buckhead, and the Fairmont Chicago. She will also be in charge of all the artwork and mirrors for a portfolio of 250 extended stay hotels between now and December.

**MirrorMate**, the leading manufacturer and retailer of custom frames for bare, plate glass bathroom mirrors, has launched a commercial website, [www.mirrormatecommercial.com](http://www.mirrormatecommercial.com). In addition, MirrorMate has refreshed and updated its consumer retail site, [www.mirrormate.com](http://www.mirrormate.com) with easier navigation and more product information.

**Benjamin West** has completed the purchasing of furniture, fixtures, and equipment (FF&E) for the renovation of the Coronado Island Marriott Resort in San Diego. The Hyatt Place in Jacksonville, Florida, and Germantown, Tennessee, have also retained Benjamin West.

**Lynda Welte** is the new contract sales representative for F. Schumacher & Co. in Maryland, Washington, DC, and Virginia. Designers can now search more than 100 additional products on [feschumacher.com](http://feschumacher.com).

**Glen Rosser**, director of international sales for **Electric Mirror**, welcomed a new baby boy named **Lachlan** on July 5.

**O. W. Lee Co.** welcomes the following new contract/hospitality sales representatives: **Lisa Homan**, Chicago; **Kristy Dunbar**, New England; **Pam Pasake**, Greater New York Chapter; **Mark Grantham** and **Philip Thrift**, North and South Carolina; and **Andrea Tsikerdanos**.

**Valley Forge Fabrics** was recently honored by Sustainable Florida with a Best Practice award in the Large Company category.

**Desso Hospitality** announces the appointment of **France Varin** as its Florida regional sales manager.

**Kalco Lighting, LLC** names **Carlo Armenise** as president.

**North Hollywood Framing, Inc.**, a custom framer in Southern California, has launched a new website: [www.nohoframinginc.com](http://www.nohoframinginc.com).

**American Hotel Furnishings** has been awarded a contract to provide complete turnkey renovation services for the 22-property portfolio previously known as the Excel Inns of America, which will be converted to various flags under the Wyndham Hotel Group brands.

**Alexandra Ryan** was promoted from associate to director of marketing and operations for **HREC-Hospitality Real Estate Counselors**.

**Marietta Drapery** announces three new additions to its sales team: **Ian Monck** (California, Oregon, and Washington); **Kim Richardson** (Texas, Arkansas, Oklahoma); and **Pam Othen** (Minnesota, North Dakota, South Dakota, Iowa, Wisconsin).

**Klaussner Home Furnishings** has launched a hospitality/contract division positioned to offer a full range of quality contract upholstery products, including sofas, love seats, chairs, sleepers, sectionals, chaises, and ottomans. **Ron Werner** will be the director of contract furnishings.

At the 5th Annual HOSPY Awards on Saturday, October 4th, NEWH Las Vegas will present a Hospitality Industry Achievement Award to **Brad Friedmutter**, founder and CEO of the Friedmutter Group.

**Pamela Rainey** was recently named design manager for **Shaw Hospitality Group**.

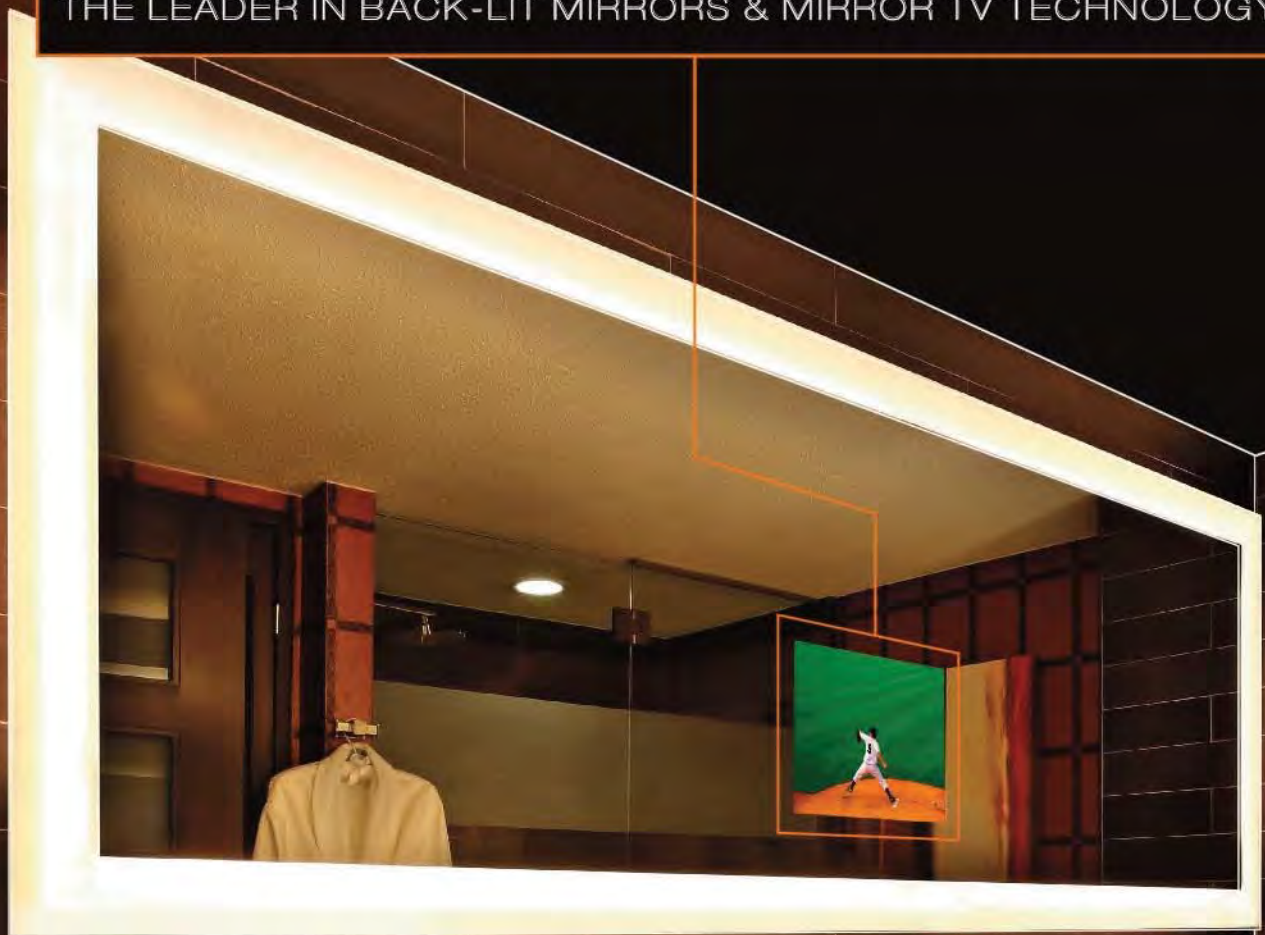
**Duncan & Miller** has a new office in Hong Kong and a new name: DesignDMU.

Beginning this fall, **Rocky Mountain College of Art + Design** is offering a certificate in sustainable design. ■



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# conference roundup



Left, clockwise from top: Photos from Match: guest speaker Mimi Donaldson with Pam Gideon Hawke, Gideon Gallery, and Walt Disney Imagineering's Kyle Barnes; Laura Hinton, Johnson David Interiors, and Don Griner, Choice Hotels International; and Sabrina Angaran, II by IV Design, and Michele Penner, SBE, have a drink.



keynote speaker Lawrence Brill from the US Department of Commerce, who gave an in-depth presentation on the global opportunities in the hospitality industry and a panel discussion on international trends. Moderated by Patricia Sheehan of *Hotel Design* magazine, the panelists consisted of Paul Fialkowski, HBA/Hirsch Bedner Associates, Tim Levin, Marriott Vacation Club International, and Mary MacDonald, MAACI Design Studio International.

There were also various networking functions such as the design "Grape Debate" team-building event which consisted not only of wine making, but also designing a wine name, label, and advertising campaign.

HOTEC debuted in North America in 2004 and now takes place twice a year with a different focus at each event: HOTEC Design is FF&E focused whereas HOTEC Operations (which just took place in March in Dallas) is OS&E and F&B focused. Next up: HOTEC Design 2009 will take place June 11 to 14 at the Langham Huntington Hotel & Spa in Pasadena, California.

## Match Making in California

*Boutique Design* magazine's parent company, Sipco Publications & Events, held the fourth annual Match in Pasadena, California, in July. The event brought together designers and suppliers for a weekend of meetings and relationship building. Designers take part in 20 minute meetings with new sources, while suppliers have the opportunity to explain their products at length.

Those in attendance took part in a pizza and mixology contest—the winning drink ended up on the menu at the host hotel, the Langham. Mimi Donaldson entertained attendees with her motivational dissertation on communication and the differences between formal and causal individuals, as well as men and women. And panelists Jennifer Kriske, HBA/Hirsch Bedner Associates; Christoph Korner, Graft; Christian Schulz, SBE Entertainment Group; Kajsa Krause, Rockwell Group; Clay Markham, RTKL; and Gale Nall, Duncan & Miller Design, gave their perspectives on global trends.

The highlight of the event was the closing karaoke party. A handful of guests dressed like their favorite pop star—including Hannah Montana, Cyndi Lauper, Janice Joplin, George Michael, Britney Spears (in the pink wig stage), Brett Michaels, Jewel, and Posh Spice.

## Meet and Greet

In its fifth year, the appointment-based meeting forum for the hospitality industry, HOTEC Design was a complete sell out. More than 80 senior decision makers from the major hotel chains, resorts, cruise lines, casinos, design firms, purchasing, and management companies met with more than 85 vendors from more than 25 categories for a total of 1,800 pre-scheduled one-on-one meetings.

The three-day June event was staged at the Chateau Élan Winery & Resort in Braselton, Georgia. In addition to the meetings, there was a seminar program which consisted of two parts:



Trisha Poole of Design Poole, mans her table at HOTEC.



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# conference roundup



2007 HD Boutique's packed show floor



David Rockwell was the show's keynote in 2007



John Hardy led last year's Radical Innovation panel

## HD Boutique Preview

Hospitality Design Boutique Exposition & Conference (HD Boutique) will take place September 17 and 18 at the Miami Beach Convention Center. Besides a tradeshow with more than 700 exhibitors debuting thousands of innovative products, charity site visits to the coolest new locations, and packed networking events, here are a few conference sessions not to be missed. For more information, log on to [www.hdboutique.com](http://www.hdboutique.com).

- > After a successful debut at HD Expo in Las Vegas, Green Day—a full day of programming dedicated to green design—will take place on September 16th, the day before the show floor opens.
- > Keynote Roger Thomas, executive vice president of Wynn Design and Development, will sit down one-on-one with *Hospitality Design (HD)* magazine editor in chief, Michael Adams, about his illustrious career and his newest project Encore, the sister property to Wynn Las Vegas.
- > Theresa Fatino, chief creative officer, SBE Entertainment Group, will delve into the extensive process of creating new luxury hotel brand SLS.
- > Learn the specifics of a few developments in Costa Rica helping further the country's skyrocketing tourism growth and its environmental commitment at the Viva Costa Rica panel.
- > Meet *HD* magazine's Wave of the Future honorees.
- > Vote on this year's Radical Innovation winners during a panel exploring the highlights of the finalist projects. This is the second year of the competition, co-sponsored by the John Hardy Group.
- > And Cheryl Rowley will share advice on a designer's role in creating an original identity for boutique hotels.



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**TOTO**





# have you seen?

Check out some of the latest green options from your fellow members



DesignTex introduces Environmental Design (ED) developed by the company's Environmental Strategies team. The Hula Hoop pattern, a green fabric, is shown here. [www.designtex.com](http://www.designtex.com)



MDC Wallcoverings' new Angela Adams' line of eco-friendly wallcoverings will offer 100 choices. The launch, set for September, will include Bamboo Fiddlehead, a pattern, shown here. [www.mdcwall.com](http://www.mdcwall.com)



Scandatex from Seabrook are made from natural materials including sand, soda, lime, and clay, which are spun into glass textiles and stiffened with potato starch. Designed by Bo Loander, the collection is offered in an extensive range of textures including the six newest: Bamboo, Kimono, Linen, Squares, Vision, and Wave. The textile is available in multiple colors, faux finishes, and metallic highlights, is Oeko-Tex certified, and contributes to LEED EQ credits 3.2 and 6.0. [www.seabrookcontract.com](http://www.seabrookcontract.com)



Get nautical with Palecek's Glass Fish on a metal stand or wood base. Made out of recycled glass, the piece's tones vary—including a shade of blue, green, and gray. [www.palecek.com](http://www.palecek.com)



Architex unveils a new green line of fabrics with the Ocean pattern shown here. Other patterns include Web, Bark, and Twigs, all designed by Maine-based designer Angela Adams, which are inspired by nature. <http://architex-ljh.com>

Beaufurn introduces a new line of soybean-based foam to fill cushions and sofas. The foam, called Preserve HR, replaces a portion of its petroleum-based ingredients with a material made from soybeans, a sustainable, renewable resource, which provides cushioning that is comparable to oil-based foam products found on the market today. [www.beaufurn.com](http://www.beaufurn.com)







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# have you seen?

Check out some of the latest green options from your fellow members



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Valley Forge Fabrics extends its FRESH (Fabrics Redefining Environmental Standards (for) Hospitality) line to include new colors and patterns. From left: the Ivy Wave pattern in Poppy Seed; the Carnation Collage design in Moonlight; and the soft Garden Time pattern in Frost. [www.valleyforge.com](http://www.valleyforge.com)



Batik from PacifiCrest Carpet is a patterned cut and loop carpet with 17 colorations. The product has StainRESIST™, uses Antron fiber, and is certified CRI Green Label Plus. [www.pacificrest.com](http://www.pacificrest.com)

Convert, from InterfaceFLOR, was inspired by vintage fashion. The eco-friendly carpet contains a minimum of 32 percent total post-consumer recycled content; a minimum of 65 percent post-consumer and post-industrial recycled content; and as high as 72 percent total recycled content depending on its style and color. [www.interfaceflor.com](http://www.interfaceflor.com)



Fabricut Contract continues its green product offerings with Crypton-Volume IV. This group of recycled polyester fabrics presents stylish patterns and colors. [www.fabricutcontract.com](http://www.fabricutcontract.com)



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The Club at Flying Horse Spa in Colorado Springs, Colorado by Carl Ross Design.

## Getting the Goods

**Rising prices and tight deadlines—how do interior design, logistical, and purchasing firms make it work?** By Jana Schiowitz

ALL HOSPITALITY SPACES require a whole slew of products—casegoods, upholstered items, art, lighting, and other pieces that fit the project puzzle. When it comes to selecting products, planning, and execution, purchasing firms, warehousemen, and installers are brought in to help with FF&E. But with the prices of oil going up, expansion occurring abroad, and timelines being questioned, the FF&E process could sometimes be challenging.

**Show me the Money** Everything is going up—the price of oil, packaging, and shipping. “Labor costs are going up with the cost of living and fuel surcharges are being passed on to the customers,” explains Ben Jude, director of logistics, UniGroup Worldwide UTS Logistics, a single-source international transportation service provider. “Hotel chains are tightening their belts. Its all driven on the economy.”

Despite rising costs, designers are finding that using a purchasing agent can save them both time and money

as well as provide more product options. “Using a purchasing agent changes the odds in which a designer will be able to implement the design within the budget,” says Clodagh of her namesake New York City-based firm. “Their contacts are endless and in many cases, they can acquire deals that could very well make or break the use of a particular vendor in the design.”

**Time After Time** Dates are the phantom menace. “Either by intention or by accident, committed dates by manufacturers sometimes are missed,” says Carl Ross, founder of his namesake design firm in El Segundo, California. “The consequences can have significant impact on opening and revenue generation.” Delays could happen for numerous reasons—limited space availability on ocean and trucking carriers, choosing a poor choice of carrier, weather, strikes, scheduling mistakes, and permitting problems. “Purchasing professionals will still be affected in the future by unrealistic project schedules, construction delays, >



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Top: The New York Palace Hotel by BBG-BBGM.  
Above: Rosen's Shingle Creek Resort in Orlando, which Central Moving & Storage worked on.

and late orders," explains John McDonald, vice president of JMC Global, a logistical company that provides solutions for different hotel brands.

Along with time, some also note that finding the right FF&E supplier match for the project can also be a challenge. "Working with top notch vendors and suppliers who can deliver within a limited time frame and budget," says Dianna Facci, associate and senior designer at New York City-based BBG-BBGM. "Also, insuring that documentation received from vendors is adequate and professional."

**Across the Pond** With outsourcing on the rise, the switch of purchasing furniture in the U.S. to China, not only affects cost, but time too. Manufacturers based in the U.S. are also seeing a rise in product knock-offs and in China's manufacturing infrastructure. "Naturally, the

first question is "will my furniture arrive in time?" explains Phil Kremer of Central Moving & Storage.

And not only are products being made and purchased abroad, but U.S.-based purchasing firms are opening operations in other countries. UniGroup, for instance, has opened brick and mortar operations in Hong Kong, Beijing, Shanghai, Singapore, Thailand, Vietnam, Malaysia, and the Philippines. "Our goal is to be global for a seamless supply chain," says Jude.

### Green Practices, Green Goods

"Manufacturers have also begun to address the green initiative by lowering costs so designers may specify them," says Clodagh. "Designers who research independently or with an agent are already addressing this issue."

Purchasing firms and logistical companies are also trying to jump on the green bandwagon. Purchasing agents like Bill Langmade of PMI, who is LEED certified are now able to help design firms find those vendors who are eco-friendly and whose products offer credits towards LEED. Companies are also doing their part in facilities to eliminate waste. "An FF&E installation generates a large amount of trash," explains Kremer, whose company transports all debris back to the warehouse to recycle items accordingly.

**Seeing into the Future** "The biggest issue is competition," explains Langmade. "The boom in hospitality has enabled many non-hospitality freight brokers to enter this highly specialized market." Currently, many companies in the industry are going after the same business, so rate cutting is becoming the norm. "With the upcoming downturn, they will see reduced revenues and profits, which will reduce service," adds Langmade.

And to answer the never-ending time issues (especially as more projects go overseas)—"I am also a fan of online access to production and delivery status," explains Ross. "As long as the information is current, it provides designers and clients with the real-time information they need and relieves the purchasing agent from having to send reports and answer the phone. It is a big time saver." ■





Photography by: Perspective Image • Seattle, WA

Chair Design by: Dougall Design, Pasadena, CA



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# on the scene



From left: Todd Hilt, Lisa Homan, and Lisa Colucci



From left: Vicki Morcos, Liz Pavisha, Maggie Horne, and Jeff Espiritu



From left: Ben James and Natalie Schebil

### Light up the Night

A fun time was had by all at the Chicago Chapter's Summer Social held at Lightology. Guests enjoyed refreshing libations and took in the city skyline while exploring the company's three-story modern showroom.



From left: Trisha Wilson, Wilson Associates; Paul Scott, Scott Lamp Company; Katy Daly, Valley Forge Fabrics; Stacey Crockett, Wilson Associates; Michael Medeiros, Wilson Associates; and Cheryl Newman, Wilson Associates.



From left: Tori Mannes, Wilson Foundation; John Spangler, guest speaker from Wilshire Park Elementary (WPE); Enrique Franco, WPE; and WPE students.

### Great Service

Wilson Associates held its 11th annual Point of Excellence Awards Luncheon at the Beverly Hills Hotel on June 25th to honor excellence in service to the design industry. More than 350 people attended the event, which recognizes vendors and service providers in the design industry who provide exemplary service and perform above and beyond expectations. This year the two Point of Excellence awards were presented to Katy Daly of Valley Forge Fabrics and Paul Scott of Scott Lamp Company, and a grant was given to Wilshire Park Elementary School in Los Angeles. All proceeds from the luncheon benefited the Wilson Foundation.



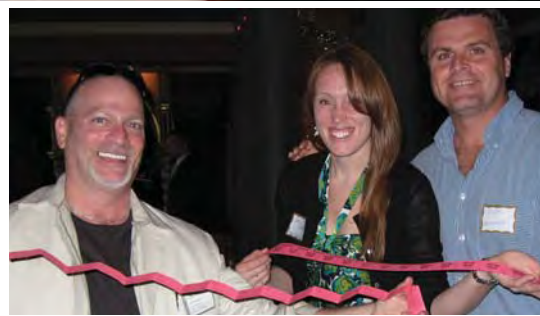
Above, from left: Susan Kersch; Denielle Redington, Karen Babb, Melissa Tully, Lee Brotsker, Natalie Stankunas, Maggie Hampton, and Maureen Rothman.

### Bottoms Up

The Atlantic City Chapter held a fundraising wine tasting event at the Foundation Room in Showboat Casino.



From left: Denielle Redington, Sal Vitale, and Mellissa Tully



From left: Lee Brotsker, Nalie Stankunas, and Stan Skulski





From left: Danielle Harvey and Kelly Tornes, BBG-BBGM



From left: Zina Zimmerman, Studio ZZ; Ruth Drachler, Ruth Drachler Company; and Mickey and Al Harary of Martin Albert Interiors



Rebecca Goldberg, *Boutique Design* magazine, with Rafael Pimentel, the magazine's scholarship recipient



From left: Marlaina Deppe, NOVO Arts; Barbara Desmond, Starwood; and Samantha Mittler, *Boutique Design* magazine and director of membership for the chapter



F.I.T. advisory board's Richard Penney and Sue Gould, NEWH Scholarship Committee

**Spreading the Word**

The Greater New York Chapter's New Member party took place on June 24th at the Novo Arts studio. More than 152 guests attended and enjoyed food catered by Mary Cleaver Catering, a green caterer. The chapter netted 78 new membership applications, encouraged by Deborah Herman-Romano of Fabric Innovations, who offered to sponsor new members.



Back row, from left: Don Patterson; Peggy Patterson, Nicole Wilson, Dawn Luttrell, and Betsy Hummel, Disney Worldwide Shared Services Sourcing and Procurement; and Stephen trell of Walt Disney World. Front row: Stephen Luttrell



From left: Steven Hunter, Samuelson Furniture; Kim Motley and Joe Motley, Walt Disney World Facility Asset Management



From left: Lauren Renga of 1825 by Serralunga; and Michele Coleman, MCC Associates, and event chairperson

**On a Roll**

The Sunshine Chapter attracted more than 150 industry professionals for its annual Bowling Luau in Orlando on June 3rd. (Yup. That means bowling in Hawaiian-themed garb grass skirts, wildly printed shirts, and prizes for best scores and best dressed!) The evening benefited the chapter's education and scholarship efforts and included a record number of participants, according to event chairperson Michele Coleman, president of MCC Associates. Event underwriters included Aqua Hospitality, Carrabba's, Grosfillex, Realtime Productions, and 1825 by Serralunga, plus 23 lane sponsors. Photographs by Mark Purvis/Realtime Productions.



From left: Pam Niemann, Jordan Roberts, Suzanne Meyer, and Pam Doerr, Niemann Interiors; and Christina Cejka, Valley Forge Fabrics



From left: Melanie Finch, Parrish Graham, Alice Tucker, and Eric Taylor, L2 Studios





# on the scene



Anita Degen, Degen & Degen, and NEWH's president, with Jillian Van Dresser, the Van Dresser Company.



Manfred and Fern Steinfeld with Rena and Mark Norcross, who received this year's Manfred Steinfeld Humanitarian Award, at the Platinum Circle Gala.



Meet the Greats: Platinum Circle members gathered with HD staffers and attendees at the HD booth for wine and networking. From left: Deborah Lloyd Forrest, ForrestPerkins; Eric Engstrom, EDG; Michael Adams, *HD* magazine; Michelle Finn, HD Group; Wing Chao, Disney; Kimberley Miller, Duncan & Miller.



Designer Todd Oldham discussed his latest endeavors in an intimate conversation.



Karen Daroff, Daroff Design; Roger Thomas, Wynn Design & Development; and Quinn Mayer, Envel Design, at the Platinum Circle Gala.

## Viva Las Vegas

In May, roughly 10,000 designers, architects, owners, purchasers, and manufacturers attended the 2008 Hospitality Design Exposition & Conference (HD Expo) in Las Vegas. Produced by *Hospitality Design* magazine (*HD*), the annual show featured a show floor filled with 1,200 exhibitors, 28 accredited conference sessions, site visits to the newest and greatest places for the NEWH scholarship fund, and sold-out networking events. Conference highlights included a sit-down with Todd Oldham, the annual hotel owners' roundtable, and a celebrity restaurateur series panel with the principals of Bentel & Bentel and Danny Meyer. Site visits included visits to the newly renovated F&B outlets of Luxor, and a full tour through the Palazzo and Planet Hollywood. And at HD's Platinum Circle Gala, lifetime achievement awards went to Chandu Chhada of his namesake firm; Turner Duncan and Kimberly Miller, Duncan & Miller; Tom LaTour, LaTour Signature Group; and Mark Norcross, Mark David, received the Manfred Steinfeld Humanitarian Award. Photos by Oscar Einzig.



From left: April Luchonok, Jeff Luchonok, Michele Chan, and Simone Raclin, iWORKS



From left: Candace Osborne, Megan Gisi, and Sandra Sharma, Wynn Design & Development

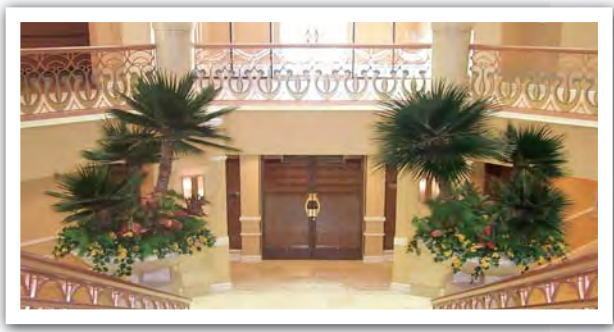
## CLA Does Sin City

Christian Lloyd and Associates (CLA) recently opened a new multi-line contract furnishing showroom in Las Vegas. To celebrate the opening, iWORKS hosted an opening party on April 17 for the Las Vegas design and purchasing community, drawing more than 100 guests from companies including Wynn Design & Development, Friedmutter Group, Paul Steelman Partners, ABA, and Project Dynamics. The evening included cocktails and catering by Gourmet Celebrations, as well as DJ entertainment.

From left: Susan Elsee, Friedmutter Group; Tricia Gautier and Wanda Brown, ABA







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# Directing the Future

**NEWH Sustainable Hospitality Resource Directory continues to grow**

**The online directory was created through the efforts of its subcommittee chaired by Sharry Cooper of Architectural Alliance.**

FOUR YEARS AGO, NEWH ESTABLISHED the Sustainable Hospitality Committee for the purpose of advancing sustainable principles through education and scholarship opportunities. One of the two initial endeavors established was the creation of the NEWH Sustainable Resource Directory. The online directory was created through the efforts of its subcommittee chaired by Sharry Cooper of Architectural Alliance. Since its formation, the concept behind the directory has been to provide a comprehensive and informative approach toward educating the market. Due to the complexity of the hospitality market, four main categories were established with specific questions targeting each category. The current online sustainable directory also requests a statement of environmental responsibility or ethics from each entrant. Although NEWH Sustainable Hospitality is not a certification organization, all entries are self-certifying and available in their entirety online and subject to public review.

Currently, the resource directory is in the process of being updated and reformatted for more interactive use with significant question updates included. As a result, we have created even more value to the directory and are encouraging all companies to make their sustainable efforts public through this directory. At close to 200 entries, the NEWH Sustainable Resource Directory contains a significant amount of information and listings to assist any specifier, student, consumer, or otherwise, in their sustainable projects. As a result of the breadth of information included in the directory, many designers have come to rely on it for their various hospitality projects.

Due to the ongoing administration of this effort by the NEWH staff and the recommendations of the eight member subcommittee, a nominal fee will be charged for inclusion in the directory for all new entrants, and a discounted fee for existing ones. The fee is effective immediately. In addition, the resource directory will become a part of the new NEWH Sustainable Hospitality website that will include all of the initiatives set forth by the entire committee. The new website will be listed under all domains for sustainable hospitality.

## Eco Talk: NEWH's second annual Green Forum

Roughly 40 industry leaders gathered in New York City at the W Lexington in June for NEWH's second annual Sustainable Hospitality Leadership Forum. Sponsored by American Atelier, Fabric Innovations, *Hospitality Design* magazine, and Shaw Hospitality Group, the three-hour event included networking, a lunch, an update from Marc Heisterkamp of the USGBC, and an informative panel of leading sustainable experts. "We wanted a diverse mix, some brand representation, some architects," explains Jeanne Varney of Host Hotels, the day's moderator, adding that in the future, the NEWH Sustainable Committee may expand the forum into other sectors of the industry such as manufacturing and purchasing.

The panel (scheduled in conjunction with the NYU Investment Conference) consisted of Robin Holt of Callison, who took a look at the hospitality industry's green landscape (like 51 percent have incorporated green strategies in a recent building project) and shared her firm's approach to integrating eco-friendly practices; DB Kim of Sheraton, who discussed the re-creation of the Starwood brand and the green initiatives he and his team employed; and Jefferson Thomas of Marriott, who delved into some of the green projects and practices his company is working on.

Afterwards, there was a much-needed open Q&A. "I think everyone's hearts are in the right place, but we need to all get on the same page before we can move forward effectively, and we need some precedents that are really remarkable in order to get the juices flowing," says Rachel Massey of Clodagh Design, one of the attendees. "I am very interested in large scale paradigm shifts and I love open forums on the topic."

Adds Igloo Design's Tracey Sawyer: "It was a place to listen to the leaders and discuss how to further environmentally sound practices and education in the industry. It's an important time to get involved."



Marriott's Jefferson Thomas

### The changes to the directory are as listed below:

The Sustainable Hospitality Resource Directory categories include:

- > Hotel/Restaurant Owners and Operators
- > Production, Manufacturers, Distribution
- > Service Providers – architecture, interior design, and procurement
- > General (applicable to all)

- > New Applicants (Non NEWH members): \$100 — Company contact, address, website, email address, fax, and company logo included.
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# Nordic Knowledge

One CEU for three chapters from Sweden's leading eco-friendly hotel company, Scandic



Top right: A rendering of the exterior of the Scandic at Oslo Airport. Above, top to bottom: The façades of the soon-to-open Scandic Potsdamer Platz in Berlin and the Scandic Khimki in Moscow.

NEWH LAS VEGAS SUSTAINABILITY COMMITTEE PUT TOGETHER A CEU COURSE COVERING SWEDEN'S SWAN SEAL. Magnus Hedenmark, environmental consultant to Scandic Hotels, gave a presentation in Las Vegas on June 17th, Phoenix on June 18th, and Los Angeles on June 19th. Each chapter put together their own evening program surrounding the educational seminar.

Hedenmark discussed the fact that hospitality properties always look at profitability first. Sustainability in the industry is finally reaching a point where management can see benefits and the beginnings of some cost savings within their utility costs. Sustainable initiatives as a whole however, are still having to be instigated by management personnel with a conscience.

As with many things, sustainability initiatives are driven by the world, whether the issues are financial, political, or social. Sweden's Swan Seal Eco-Labeling

system currently has 98 percent recognition with 58 percent of people responding with a positive attitude towards the label. Consumers in the Nordic market choose eco-labeled products nine out of 10 times, and seven out of 10 consumers are willing to pay a premium.

Criteria for Swan Seal certification for the hospitality industry is based on energy consumption, water consumption, chemical products, and waste

management. A system of points for each is totaled to determine eligibility for the seal.

Scandic Hotels, one of the biggest advocates of the Swan Seal has gone from one hotel with 25 rooms in 1963 to more than 23,000 rooms in 10 countries, and is the leading hotel chain in the Nordic market. Magnus is the first to admit that not every sustainable decision is profitable, but overall, the management/owners of Scandic have made a conscience decision to promote sustainable practices. They feel the social and moral impact is most important, and this trickles down to their consumers in numerous ways. This has led to Scandic's environmental policy: "No company can avoid taking responsibility for the environment and focusing on environmental issues. Scandic shall therefore, lead the way and work continuously to promote both a reduction in our environmental impact and a better environment. Scandic shall contribute to a sustainable society".

This policy has led to a fossil carbon dioxide emission reduction of 34 percent, down from 1996 when Scandic first began keeping records. The company has a goal of 50 percent carbon dioxide reduction by 2011, and 100 percent by 2025. The financial savings over 10 years has been just under \$28 million, taking into account everything—from water savings to local organic/fair-trade breakfasts, waste management, and training more than 11,000 team members in sustainable practices.

All three CEUs were well attended, and NEWH is proud to have started this important dialog. ■



Above: A model guestroom at the new Scandic hotel in Berlin.





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CONCRETE AND TERRAZZO



Rendering of the Marriott Bangalore Golf Resort's planned Latitude restaurant.



“It couldn’t be trendy...something that would have some ‘legs’ and stand the test of time.”

**Giana DiLeonardo**  
DiLeonardo International  
Warwick, Rhode Island

## Indian Inspiration

Giana DiLeonardo captures a Marriott’s Bangalore location

**Challenge:** To create a fresh, innovative, exciting 5-Star business hotel that entices guests to stay near the newly opened Bangalore International Airport rather than 40 minutes away in the city. Yet, “at the same time it couldn’t be trendy. [It needed to be] something that would have some ‘legs’ and stand the test of time,” explains Giana DiLeonardo of her namesake firm of the Marriott Bangalore Golf Resort set to open in 2012.

**Solution:** A modern resort, that brings the stunning natural landscape of the Nandi Hills inside. “Sense of place is always important in our design,” DiLeonardo says. “It’s important for design to be sensitive to local culture. Guests have an expectation when they travel to feel and appreciate in some way, the feel of the local people. The types of finishes chosen and how they are detailed, even though done in a contemporary way, have Indian influence.” Think polished and rough carved stones, water features, airy spaces, heady vistas, luxurious fabrics, and clean-lined furnishings.

The voluminous main lobby’s design will mimic the verticality of the hills beyond, while rough cut marble

will cover the columns, the floors will be done in stone, white plaster accent walls will boast exotic floral patterns, and modern furniture will boast richly colored fabrics and rich, dark woods.

Pops of color will continue in Olio, the Mediterranean-influenced restaurant, with its hot pink, orange, and dark brown color palette, and the stand-alone sultry restaurant Latitude, done up in slate, onyx, dark wood, exotic leathers, burnt orange cut velvet fabrics, and multi-colored, paisley silk drapery.

And upstairs, guestrooms will continue the clean-lined richness found in the public spaces (which also include a spa Quan, a convention center, and two other restaurants). Dark wood furnishings will stand out against a soft, elegant color palette, while frosted glass doors will separate living and private areas.

But the project isn’t without its challenges. “Successfully combining cultural sensitivity, maintaining brand standards, utilizing local sourcing, and designing for the international traveler can be challenging at times,” DiLeonardo says. “By integrating our different offices to work on global projects we are able to provide great service to our clients.” >



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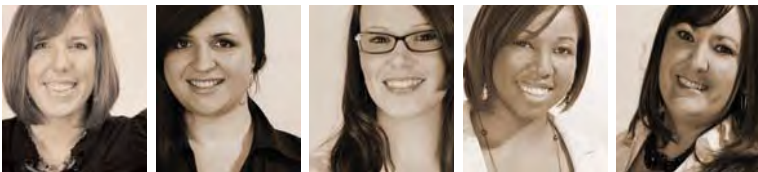
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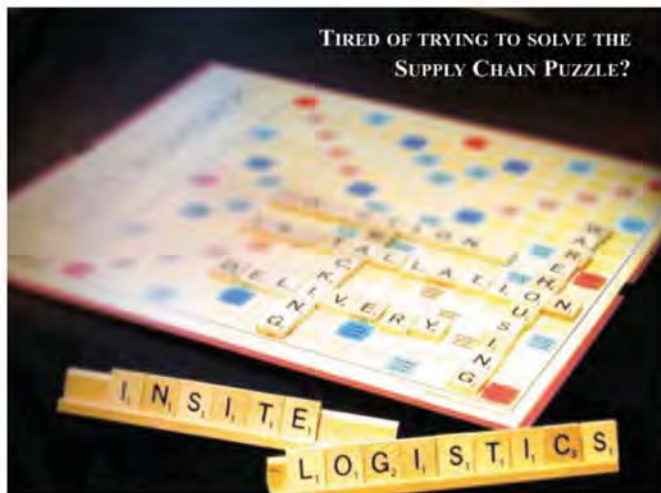
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Rendering of the resort's planned airy lobby, which will be done in marble, stone, and bright colors.



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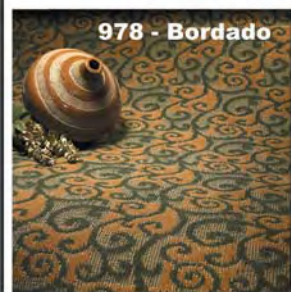
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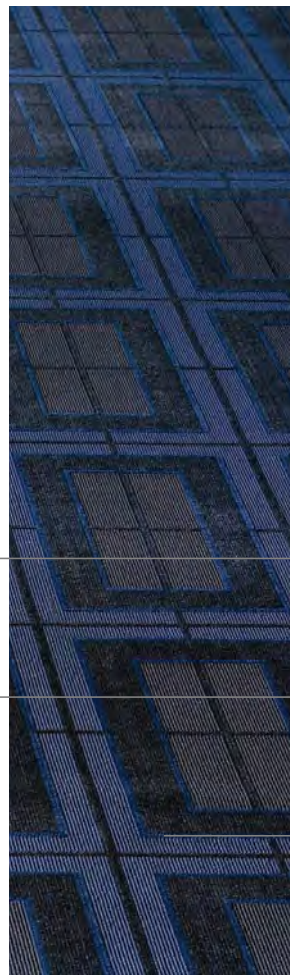
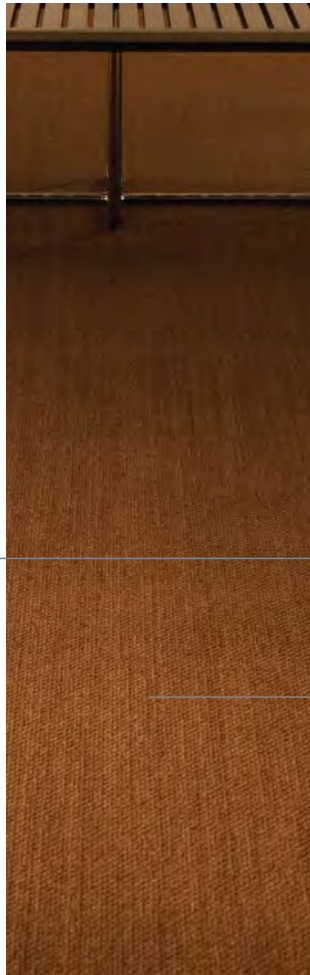
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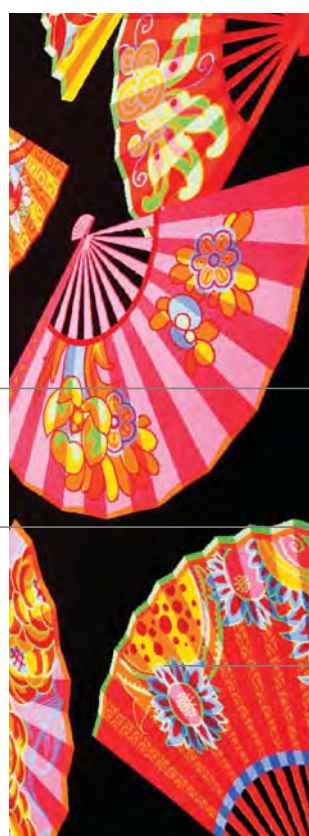
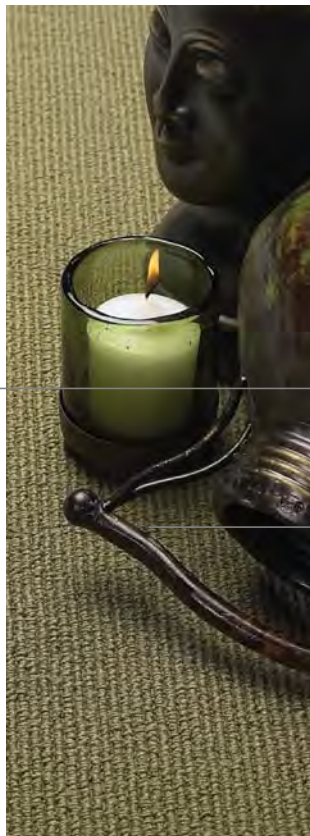




**Lexmark's Novaire**

**Groundwork by Masland**

**A Milliken installation at the Marriott San Antonio**



**The Floor Architecture Collection by Shaw Hospitality Group**

**Signature's Soft Sisal Collection**

**Ulster Carpet at the Wynn Macau**



# Happy Feet

The latest green initiatives from the carpet industry By Alia Akkam

W

WITH NEW BUILDINGS CONSTANTLY STRIVING for coveted LEED certification and forward-thinking manufacturers seeking out environmentally friendly materials, it is natural the carpet industry is also making sustainable strides. Perhaps the biggest surprise is that several carpet leaders have been embracing the green life for years, long before it was at the forefront of business practices.

“Milliken has been doing for over 50 years what most companies aspire to do by 2020,” says Steve Hillis, business manager of **Milliken Hospitality Carpet**. Over the past 10 years, the company has reduced its carbon footprint by over 50 percent. All of its products are CRI Green Label certified and Milliken uses a patented adhesive-free system called Traction Bac, which aids elimination of adhesives in the built environment. Milliken has also implemented a comprehensive carpet reclamation program, diverting more than 800,000 yards of carpet from landfills.

Similarly, in 1998, **Ulster** was one of the earliest textile companies to acquire the ISO 14001 Environmental Management standard. Over the past five years, the company reduced CO<sub>2</sub> emissions of more than 4,700 tons per year; decreased energy consumption per square meter of carpet produced by 49 percent; reformulated synthetic latex compounds to exclude the fillers commonly used and reprocess waste through a recovery cycle; and decreased energy consumption per square meter of carpet produced. “The company’s environmental management program requires continual improvement,” says Ulster’s president John Louw. These significant improvements include using energy-efficient PSYLO weaving technology and working to achieve the Carbon Trust Standard.

Reducing its carbon footprint has also been a priority of **Masland Contract**, which has purchased more than 22 million kilowatt hours of clean, carbon-neutral wind energy from Colorado-based Renewable Choice Energy—replacing power otherwise generated by coal or gas.

Recycling is also a top concern for carpet companies. At **Lexmark Carpet**





## cover story



"Lexshield was launched at HD Expo...and will be a major focus in the coming months."

David Martin  
Regional Vice  
President of Sales  
Lexmark Carpet  
Mills, Inc.



"Over the next few years, there will be more environmental products."

Steve Hillis  
Business Manager  
Milliken Hospitality  
Carpet



"Five years ago, sustainability wasn't even a factor in our industry, but now this is part of the daily life..."

Desiree Worsley  
Vice President of  
Marketing  
Shaw Hospitality



"Being 'green' is the biggest trend on everyone's mind and brought up in every discussion."

Bob Thomas  
Executive Vice  
President of Sales  
Signature



"We are all excited about what is being achieved and looking forward to more in the future."

John Louw  
President  
Ulster

**Since embracing new materials and technologies that top the green agenda, the carpet industry is simultaneously shedding once popular practices.**

**Mills, Inc.**, its yarn system, Lextron Enviro Green introduced in early 2007, contains 15 percent post-industrial recycled content. The company's newest product is an anti-microbial treatment made of crab shells called Lexshield. "Lexshield was launched at HD [Expo in] Las Vegas and will be a major focus in the coming months," points out David Martin, Lexmark's regional vice president of sales. "It's not a topical treatment, but added during the extrusion process so it is built into the yarn.

**Shaw Industries**, named Large Recycler of the Year by the Carpet America Recover Effort this year, has also partnered with the U.S. Department of Energy and pledged to reduce the company's energy intensity by 25 percent in 10 years. "Sustainability is a growing trend, but it is the principle that drives our business. Our commitment to sustainability is the model for our Cradle to Cradle philosophy, in which our synthetic products can be collected and returned to manufacturing of the original product again and again," says Desiree Worsley, Shaw Hospitality Group's vice president of marketing. The company's guestroom and public space carpet is manufactured with EcoSolution Q type 6 nylon, a Cradle to Cradle-certified product by McDonough Braungart Design Chemistry. Shaw Hospitality Group also participates in its parent company's nationwide carpet reclamation program, which started in 2006, recycling old carpet from hotel renovation sites where it undergoes the depolymerization process and eventually becomes a block of new nylon. So far, 160 million pounds of carpet have been saved from landfills.

**Signature Hospitality Carpets** has also made reclamation locations available across the country. Further,

its yarn system is 25 percent recycled content and the company has introduced carpet-backing systems that are 55 to 85 percent green. "Being 'green' is the biggest trend I have seen recently. It is on everyone's mind and brought up in every discussion," notes Bob Thomas, Signature's executive vice president of sales.

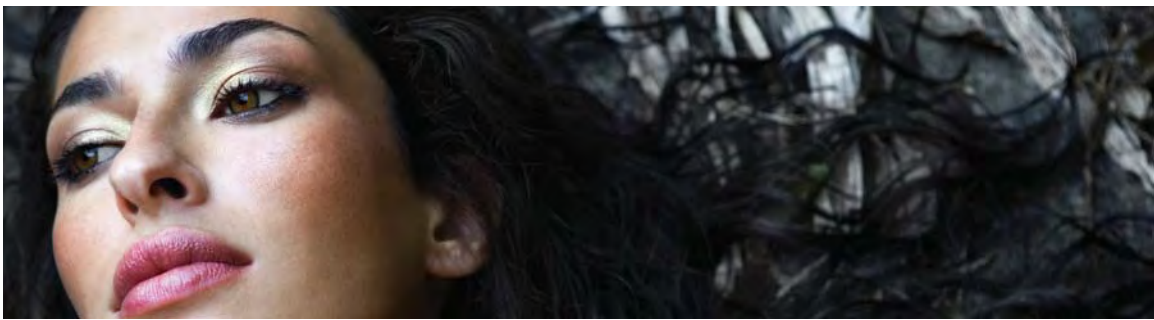
Worsley agrees. "Five years ago, sustainability wasn't even a factor in our industry, but now this is part of the daily life of the hospitality industry," she explains.

Some of Ulster's ongoing projects include advanced planning of new factory buildings to be constructed to the highest BREEAM standard; evaluation and testing of wind turbine power generation; developing more efficient equipment; and the investigation into further recycling opportunities. "We are all excited about what is being achieved and looking forward to more in the future," says Louw.

Since embracing new materials and technologies that top the green agenda, the carpet industry is simultaneously shedding once popular practices. Yet with change, there may be setbacks. "Over the next few years, there will be more environmental products and the industry will continue to consolidate," explains Hillis. "The customer wants to deal with fewer people to complete the project which will make it harder for small niche companies to compete."

Profitability of course guides any business, and for Louw, the environmentally sound approach is working. "Many green initiatives provide measurable payback on the investment due to cost saving," he says. "However, there are some initiatives where the payback on the investment is a healthier planet." ■





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# First Blush

**In Las Vegas where bigger is better, Roger Thomas goes for the intimate**

Photography by Jeff Green

**W** “We decided to design it as the coolest living room in Las Vegas,” says Roger Thomas of the new boutique nightclub Blush housed in the former Lure space inside the Wynn. “Like a big party.” • But this came only after an important lesson learned. “For Lure, my concept was to create a nightclub that contained a whole series of private intimate alcoves, so guests could have their own private party,” explains Thomas, executive vice president of design for Wynn Design and Development, mentioning that Blush is a collaboration with Light Group-alum Sean Christie. “But my idea of segregating exclusivity robbed the room of the kind of energy you get. Everyone wants to be at the same, big, fabulous party.”





The party takes place beneath a fantastical ceiling made up of 300 lantern fixtures that—thanks to lighting guru John Lyons—change color (up to 1,400 hues) with the music throughout the night. “I love paper lanterns, parties with paper lanterns, stories about parties lit with paper lanterns—they are very romantic and cinematic,” explains Thomas, adding that the sophisticated computer-driven light system is controlled at the DJ booth. One snag: the fire marshal wasn’t so keen on the idea of paper lanterns, so Thomas and his team stacked and grouped lampshades to look like lanterns. “It took a lot of studies to look like they are not standard lampshades,” says Thomas. But doing something this dramatic is something he has always wanted to do: “I am a child of the clubs of the late 70s and early 80s. I loved 54 and the incredible lighting that happened, the extravagance overhead. This is an exercise in past dreams. If I had a 54 this is what I would have done.”

Yet the ceiling isn’t the only highlight of the 4,500-square-foot indoor-outdoor space. Sofas and banquettes—done in a vinyl-like material (as stiletto-proof as possible) in deep green, chocolate, and gold colors—are made to be sat and danced on (same goes for the tables); both the dance floor (a daunting feat inherited from the original space) and the bar are made of backlit onyx; there’s purse drawers at each seat and personal lockers; and mirrored mosaic on walls, refractive glass tabletops, and a cluster of various sized mirrored balls hanging in the center of the room reflect the light to create a “dazzling sight.” And for a real touch of whimsy, Thomas completely wrapped the bathrooms in the same mirror mosaic found behind the bar for a disco ball effect, and added a Plexiglas case filled with Ken and Barbie dolls in the men’s and women’s bathrooms, respectively. “In nightclubs, guys are there to see girls, and gals are there to see guys. These remind them in case they forgot what they are there for,” Thomas says.

And Thomas and his “great in-house design team,” did all of this in just roughly seven and a half months. “It’s nice to have something so focused.” Thomas says. “It sometimes take five years from conception to the birth of a baby. It takes forever. This is as close as you get to instant gratification. You get to see the results of your imagination.” >

Opposite page: The backlit onyx dance floor of Blush nightclub. Below: A closeup of the space’s dramatic ceiling, made up of more than 300 lampshades that change color with the music throughout the night .







Top: Blush's outdoor patio. Above: Contemporary artwork lines plush seating.

**Blush nightclub**

**Owner** Wynn Las Vegas

**Architecture/Interior Design Firm** Wynn Design and Development

**Project Team** Roger Thomas; Fatai Momodu; Regina Urner; Brad Bouch; and Tom Kowalczyk

**Lighting Design** Concept by Roger Thomas with Brad Bouch, Tom Kowalczyk, and John Lyons

**Carpet** Bentley Prince Street

**Flooring** Stone Connection Las Vegas; custom by Marnell Corrao Las Vegas

**Wallcovering** Custom by Evan's and Brown

**Banquettes** Custom by Lopez Quilting

**Lounge chairs** Custom by Lily Jack

**Cocktail tables** Custom by Welles Industries; sparkle glass insets by Jockimo

**Outdoor furniture** Custom by Veneman

**Outdoor lounge chairs** Walters Wicker

**Round tabletops** Custom by Troy Wesnidge; sparkle glass insets by Jockimo

**Parsons tables** Custom by Casillas

**Sofa** Edward Ferrell

**Coffee table** Industrial Interiors

**Bars** Portable outdoor bar by Forbes Industries; interior bar millwork custom by Glen Reider

**Fabrics** Ryan Jacobs, Donghia, Luna Textiles, Wall Resources

**Wall Sconces/Chandelier** Triton chandelier using cast Roger Thomas Collection for Trevi pieces; Holly Hunt; Robert Abbey; Catalina Lamp and Shade; Cenedese e Figlio

**Paint** Dunn Edwards

**Plumbing Fixtures and Accessories** Bobrick, Decorative Hardware Studio, Ginger, NeoMetro, Sloan ■



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Above, top to bottom: A custom light fixture made of hundreds of crystals on bendable wire decorates the entry to Aura; a closeup of the nightclub's bar.

# Caribbean Cool

**Jeffrey Beers International brings a theatrical experience to the Bahamas** By Alia Akkam

Photography courtesy of JBI

W

WHILE LAIDBACK TROPICAL-THEMED BARS ARE DE RIGEUR in Caribbean locales like the Bahamas, Jeffrey Beers and his team wanted Aura, the new nightclub from Pure Management, known for PURE Las Vegas and Coyote Ugly, to be far more upscale and high-energy than the island was accustomed to. Located inside the new 600-room Cove Atlantis on Paradise Island, which Jeffrey Beers International also designed, Aura is a 7,000-square-foot space reached from the Atlantis Casino via a two-story high blue glass staircase.

“The design mission of Aura was to create a visually lush and resonant nightclub—we paid great attention to detail, from the vivid perimeter walls to the sexy, witty bathrooms,” explains Beers. “One of the key features is the alternating LED-illuminated glass and mirror horizontal bands along the walls controlled by the DJ. The color and mood can change from red to strobe one minute to the next.”

Masako Fukuoka, senior interior designer for the project and NEWH Greater New York member, says there was nowhere to enjoy a glamorous nightclub experience locally before the opening of Aura in May 2007. “The whole idea of the nightclub was to bring Las Vegas style to the islands, because no such thing existed,” she says.

To achieve this look, Fukuoka and colleague Yvette Santiago used much specialized glass and relied on lighting and reflection to create movement and illusion. Backlit mirrored glass allows guests to see themselves, while losing a sense of space. Multiple colors of glass create a “crisp and dreamy feel.”

Resembling a theater of sorts, the illuminated, sunken dance floor, surrounded by vinyl-upholstered banquettes, offers a contrast to the elevated DJ booth, while candle niches and gold upholstery in the pod-shaped VIP section add warmth.

Physically, the custom light fixture in Aura’s entry proved to be the most challenging aspect of the year-long project. “It’s a crazy amount of crystals with bendable wire like Medusa’s head,” Santiago describes with a laugh. The team had to physically string the lights and bend each piece by hand.

For the equally striking wall and ceiling coverings printed on adhesive vinyl, JBI turned to New York City-based Novo Arts. “The look needed to work with the tropical locale. The wallcoverings used on the ceiling were hand-traced orchid motifs that our designers developed, adding a narrative element so a story unfolds as you move along the wall,” explains Michael Maxwell, Novo Arts’ executive vice president. “We like to think that the custom imagery we’ve created for [the designers] enhances their work and our imagery is undoubtedly enhanced by the environments they’ve designed.” ■





Aura at Atlantis

Owner Pure Management Group  
 Interior design firm Jeffrey Beers International  
 Custom perforated metal ceiling Gage Ceiling  
 Porcelain tile flooring Ceramiche Edilcuoghi  
 Etched glass at entry stairs Visions Products  
 Laminated mirrors and glass Rudy Art Glass, Archetype  
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Above: The main dance floor. Right: In the back of the space, a pod-shaped VIP area is lined by candle niches.





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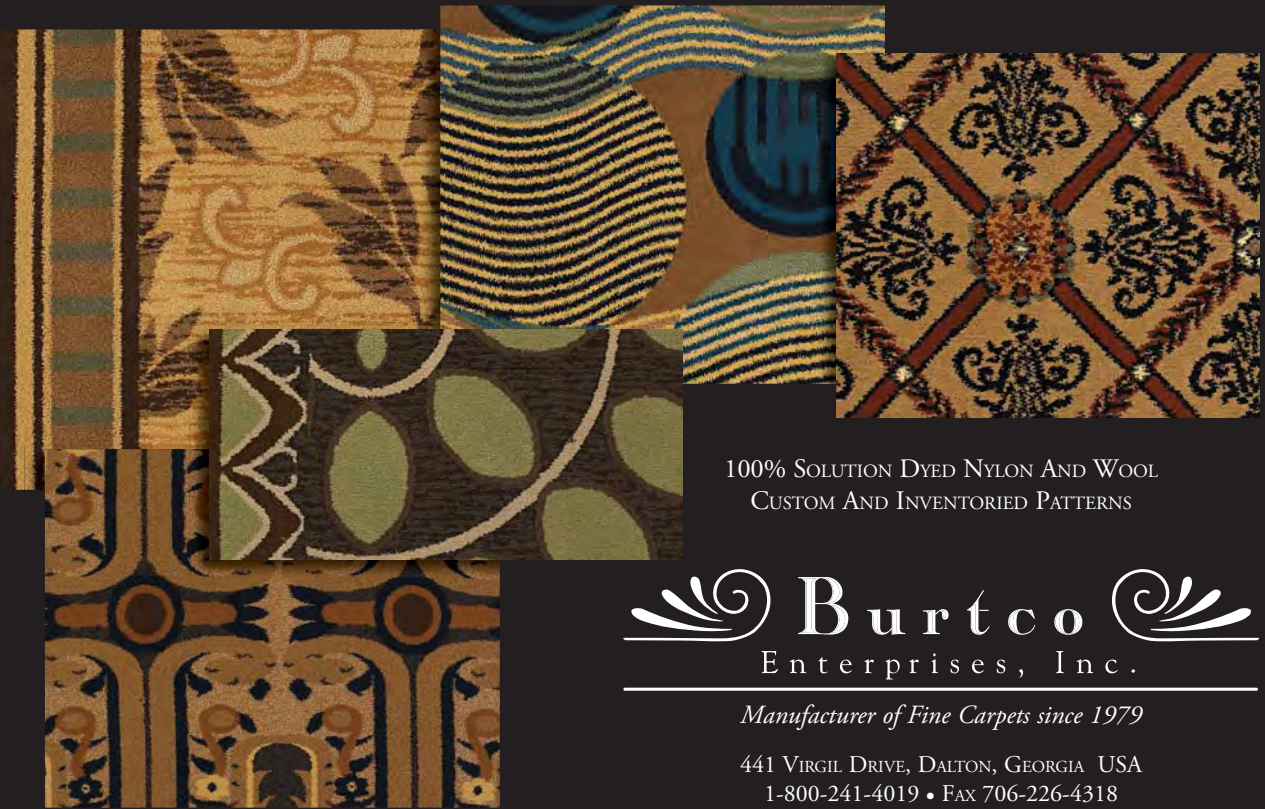


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- 4  
 ■ **NEWH/Rocky Mountain**  
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- 8  
 ■ **NEWH/Chicago**  
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- **NEWH/Houston**  
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- **NEWH/North Central**  
 Board of Directors Meeting
- **NEWH/South Florida**  
 Board of Directors Meeting
- 9  
 ■ **NEWH/Arizona**  
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- **NEWH/Greater New York**  
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- 21 - 24  
 Decorex 2008  
[decorex.com](http://decorex.com)
- 22  
 ■ **NEWH/Los Angeles**  
 Founding Culinary Experience
- **NEWH/United Kingdom**  
 Decorex Breakfast
- 23  
 Lighting for a Green World  
[iesphl.org](http://iesphl.org)
- 23 - 26  
 The Lodging Conference  
[lodginglink.com](http://lodginglink.com)
- 24  
 ■ **NEWH/Atlantic City**  
 Boat Cruise
- **NEWH/Greater New York**  
 Networking Luncheon
- **NEWH/Washington DC Metropolitan**  
 Networking Luncheon
- 25 - 26  
 IDEX/NeoCon Canada  
[idexneocon.com](http://idexneocon.com)
- 25 - 27  
 West Coast Green  
[westcoastgreen.com](http://westcoastgreen.com)
- 25 - 28  
 Arc-interiors 2008  
[arc-interiors.com](http://arc-interiors.com)
- SPATEC North America | Fall 2008  
[mcleaneventsinternational.com](http://mcleaneventsinternational.com)
- 29  
 ■ **NEWH/Dallas**  
 Sundowner at the Metro Grill
- 30  
 ■ **NEWH/Virginia**  
 Sustainability in Hospitality - Panel Discussion
- 30 - 2 October  
 2008 ISTTE ANNUAL CONFERENCE  
[istte2008.com](http://istte2008.com)
- ## OCTOBER
- 1  
 ■ **NEWH/Atlantic City**  
 Board of Directors Meeting
- **NEWH/Washington DC Metropolitan**  
 Networking Luncheon
- **NEWH/Sunshine**  
 Sundowner
- 1 - 2  
 Explore Design  
[exploredesign.ca](http://exploredesign.ca)
- 2 - 3  
 Design Chicago  
[mmart.com](http://mmart.com)
- Green + Design Conference and Expo  
[greendesignexpo.com](http://greendesignexpo.com)
- NeoCon Xpress  
[neoconxpress.com](http://neoconxpress.com)
- 4  
 ■ **NEWH/Las Vegas**  
 Hospo Awards Gala
- 6  
 ■ **NEWH/Chicago**  
 Board of Directors Meeting
- **NEWH/Houston**  
 Board of Directors Meeting
- 6 - 10  
 10th World Leisure Congress 2008  
[worldleisure.org](http://worldleisure.org)
- 6 - 8  
 The Restaurant Show 2008  
[therestaurantshow.co.uk](http://therestaurantshow.co.uk)
- 6 - 9  
 Vacation Ownership Investment Conference  
[vacationownershipinvestment.com](http://vacationownershipinvestment.com)
- 7  
 ■ **NEWH/Washington DC Metropolitan**  
 Board of Directors Meeting
- 8  
 ■ **NEWH/Toronto**  
 Taza Luncheon
- **NEWH/Washington DC Metropolitan**  
 Networking Luncheon
- 8 - 9  
 Hotel Forum 2008  
[hotelforum.org/en/hotelforum/about](http://hotelforum.org/en/hotelforum/about)
- 9  
 ■ **NEWH/Arizona**  
 Board of Directors Meeting
- **NEWH/North Central**  
 Tour the W Hotel at Foshay Tower
- **NEWH/Sunshine**  
 Board of Directors Meeting
- 9 - 11  
 Hospitality Match  
[hospitalitymatch.net](http://hospitalitymatch.net)
- 13  
 ■ **NEWH/North Central**  
 Board of Directors Meeting
- **NEWH/Dallas**  
 Board of Directors Meeting
- 14  
 ■ **NEWH/Arizona**  
 Board of Directors Meeting
- **NEWH/Atlanta**  
 Golf Tournament Fundraiser
- **NEWH/Greater New York**  
 Board of Directors Meeting
- 15  
 ■ **NEWH/Virginia**  
 Board of Directors Meeting
- **NEWH/Washington DC Metropolitan**  
 Networking Luncheon
- 15 - 17  
 Design Hotels™ | Future Forum 2008  
[designhotels.com/futureforum](http://designhotels.com/futureforum)
- 15 - 17  
 International Hotel Conference  
[internationalhotelconference.com](http://internationalhotelconference.com)
- 15 - 18  
 HOTEK Europe 2008  
[mcleaneventsinternational.com](http://mcleaneventsinternational.com)
- 16  
 ■ **NEWH/Chicago**  
 Fall Fundraiser
- **NEWH/North Central**  
 16  
 NEWH Regional Tradeshow - Minneapolis
- 20 - 21  
 Costa Rica International Hospitality Conference & Expo  
[cardellexpo.com/Hospitality.html](http://cardellexpo.com/Hospitality.html)
- 20 - 22  
 IH&RA 46th Annual Congress 2008  
[ih-ra.com/events/congress/mexico](http://ih-ra.com/events/congress/mexico)
- 21  
 ■ **NEWH/Houston**  
 Houston's Hottest Hotels
- **NEWH/Las Vegas**  
 Wine Making
- 22  
 ■ **NEWH/South Florida**  
 Board of Directors Meeting
- **NEWH/Washington DC Metropolitan**  
 Networking Luncheon
- 23  
 ■ **NEWH/Atlantic City**  
 Meet & Greet
- **NEWH/Washington DC Metropolitan**  
 State of the Industry in Today's Economy
- 27  
 ■ **NEWH/Dallas**  
 Hotel Tour
- 27 - 29  
 Ecotourism and Sustainable Tourism Conference 2008  
[ecotourismconference.org](http://ecotourismconference.org)
- 28  
 ■ **NEWH/United Kingdom**  
 Annual General Meeting
- 29  
 ■ **NEWH/Greater New York**  
 Networking Luncheon



American Leather . . . . .	37	Maya Romanoff . . . . .	13
Asian Ceramics . . . . .	19	Milliken Carpet . . . . .	25
Bang Olufsen . . . . .	17	MTS Seating . . . . .	33
Burtco . . . . .	48	NEWH Leadership . . . . .	49
Dex Studios . . . . .	27	NLP . . . . .	45
Douglass Industries . . . . .	55	O.W. Lee . . . . .	48
D'Style . . . . .	C4	PMI . . . . .	7
Durkan Hospitality . . . . .	9	Preserved TreeScapes . . . . .	23
Electric Mirror . . . . .	7	S. Harris . . . . .	5
Gasser Chair . . . . .	9	Samuelson . . . . .	15
Horizon Italian Tile . . . . .	46	Serta . . . . .	10
Hospitality Design . . . . .	53-54	Sico America . . . . .	31
Insite Logistics . . . . .	30	Signature Carpet . . . . .	32
Installation Service Group . . . . .	55	T2 Site . . . . .	46
International Hotel/Motel . . . . .	41	Toto . . . . .	11
Jesco . . . . .	32	UCLA . . . . .	51
JLF / Lone Meadow . . . . .	29	Ulster . . . . .	C3
Klaussner . . . . .	33	Valley Forge Fabrics . . . . .	C2
Lexmark . . . . .	31	Veneman . . . . .	51
Masland . . . . .	44	Volume Lighting . . . . .	55

---

## coming in the next issue \*

- Two new spas.
- Product highlights from HD Boutique and IH/MRS
- Snapshots from the Bubble Bash, HD Boutique, and other chapter events
- Product Know-How: Specifying wallcoverings
- A look at the next Industry of Icon Winner

**\*Connect with involved members of the design community and build your business!**

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**november issue**



# partner profiles

**How does NEWH stay afloat? With the help of its corporate partners.  
Take a minute to get to know this month's highlighted companies.**



**Fabricut Contract**, a leading supplier of fabrics for various hospitality applications including drapery and upholstery, has recently announced the creation of two new positions to help direct its Environmental Plus initiatives. "Jennifer (Schreiner) and Molly (Larner) have the enthusiasm, experience, and knowledge to hold our company and employees environmentally accountable," says Harvey Nudelman, president of Fabricut Contract. "Their continued education is a vital piece in our corporate initiative." The company launched these corporate initiatives and product line earlier this year in a step forward to be an innovator and supplier of sustainable fabrics for the hospitality industry. Fabricut Contract recognizes that environmental concerns have come to the forefront in not only the production of goods, but also in daily business transactions. Through Environment Plus and these appointments, the company is engaging in new practices to help protect the environment.

"NEWH has inspired our company with their 'green' initiatives and dedicated work toward greener consciousness," says Nudelman. "This is just another benefit of being closely associated with NEWH."



**Ulster Carpets**, maker of carpets for a wide range of hospitality spaces, has been actively involved in environmental initiatives for many years. In 1998, the company was one of the early textile companies to acquire the ISO 14001 Environmental Management standard and still holds that accreditation today.

The environment is still a top priority. "Ulster thinks for the long-term," says John Louw, president of Ulster Carpet Mills North America. Some of the significant achievements in the last five years have been a reduction in CO2 emissions of more than 4,700 tons per year and the replacement of inefficient equipment with equipment that is more energy efficient and produces less waste. The company is also working to achieve the Carbon Trust Standard, which establishes and reduces its carbon footprint; its patented PSYLO weaving technology was developed to improve product with enhanced design capability and increase manufacturing efficiency and energy efficiency; and Ulster's technologically advanced weaving mill participates in the CRI Green Label Plus program covering all woven products sold in the U.S.

"Ulster remains a family owned company with family ideals and ethics and is very much committed to reinvestment in the business," explains Louw. "So also is our investment in NEWH. We believe in the ideals of the organization and we are, of course, hopeful that in some small way our support helps to grow discerning and well informed customers for the future."



**Hospitality Design (HD)** magazine is the leading hospitality industry magazine connecting interior designers, architects, purchaser's, owners, and operators, those that are involved in the design of hotels, restaurants, nightclubs, spas, and resorts. The magazine also creates several networking environments at its tradeshow, conferences, award galas, and other products including the Hospitality Design Boutique Conference & Exhibition (HD Boutique); the Hospitality Design Exposition & Conference (HD Expo); Hospitality Design Awards (HD Awards); and Platinum Circle.

"HD is pleased to announce its Green Day series in conjunction with HD Boutique and the 2009 HD Expo," explains Michelle Finn, vice president of the Hospitality Design Group (HD Group). Green Day is a one-day conference dedicated to green hospitality design with a full day of educational programs discussing eco-theory and practices. "Educational programming will focus on greener resources and topics concerning air, water, energy, and the impact of the built environment, combined with opportunities for information exchange with designers, architects, owners, and purchasers who are leading the way," says Finn.

"We have benefited greatly from our long-standing partnership with the association," says Finn. "We are committed to serving our community and our involvement with NEWH has helped strengthened our leadership position within the hospitality industry. Our team members have gained considerable industry knowledge and developed strong industry relationships through their participation in NEWH—we salute NEWH for creating opportunities for learning and relationship-building."



**Milliken Hospitality** manufactures broadloom and modular carpet for all segments of the hospitality market. In 2008, the company made a commitment to make custom carpet design easy. To this end, the company has been focused on developing an exclusive selection of tools developed to help designers quickly create spectacular custom carpet.

The first breakthrough was the award-winning étage technology, which allows users to combine various layers of pattern, add and subtract layers, and create vastly different looks out of the same core pattern. The next addition to the company's Custom Made Easy toolbox was the PURE COLOR system, a box of 1,360 colors that is a science-based system that brings designers unlimited color, while simplifying the process of choosing and communicating their choices to get the custom results they want. Milliken Hospitality's latest collection, KENAI is a combination of these technologies. The company is an operating unit of Milliken & Company (the only carbon-negative manufacturer in the textile industry) and shares its parent company's policy of "Ecountability"—being responsible for the entire life span of its products and certifying the products and production to the most stringent standards by reputable third parties.

"Milliken Hospitality is proud to support the continued development of the hospitality industry through NEWH programs," says Steve Hillis, business manager, Milliken Hospitality. "We continue to find NEWH to be a valuable source of industry knowledge and inspiration and we appreciate the networking and business development opportunities provided by the chapter network."

Thanking NEWH's 2008 Corporate Partners: benefactor: ULSTER, patron: AMERICAN LEATHER / HOSPITALITY DESIGN GROUP/NIELSEN BUSINESS MEDIA / MILLIKEN CARPET/HOSPITALITY supporting: BURTCO ENTERPRISES / DURKAN HOSPITALITY (Mohawk Industries) / ELECTRIC MIRROR - FABRICUT CONTRACT/ S. HARRIS / LEXMARK CARPET MILLS / MASLAND HOSPITALITY / NLP FURNITURE INDUSTRIES, INC. / SERTA INTERNATIONAL / SIGNATURE HOSPITALITY CARPET / TOTAL SCOPE CONSTRUCTION SERVICES / TOTO USA / UNIGROUP WORLDWIDE LOGISTICS



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