

## FROM THE PRESIDENT

Welcome to the first NEWH New York newsletter of 2014. Coming off a great 2013, the chapter is looking forward to another wonderful year.

Thanks to all of your support and generosity (and an awesome Product Runway—I still get chills from the creativity), we are awarding \$35,000 in scholarships this year. That's up from \$30,000 in 2013! Applications have been sent out to schools, but we can always use your support spreading the word. Please contact scholarship chair Erica Shamrock if you have any alumni, teacher, or administration connections in the area.

This year we are hoping to raise as much money for scholarships—or even more! Save the date for our first fundraiser of the year: our annual Hospitality Design/NEWH Owners' Roundtable, June 4th from Noon – 2 p.m. It's a not-to-miss event where you get face time with various hotel owners, developers, investors, and brand executives. Stay tuned for more details and tickets.

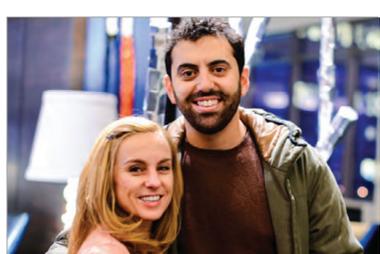
Another note for the calendar: our November fundraiser will be held on Sunday, November 9th. What it entails is still TBD, but it will be sure to be the talk of the town.

Thanks for your continued support,  
Stacy Shoemaker Rauen



## HAPPENINGS

### TOASTY TUESDAY, RESIDENCE INN AND COURTYARD BY MARRIOTT CENTRAL PARK



Lisa McClung, INT LLC, and Adam Kubryk, Global Allies



Pam Chavez, Hospitality Furnishings, and Robert Veluz, Bill Rooney Studio



Soroya Webb, Carroll Adams Group, and Evan Schatz, Evan Schatz Sales Associates

### TOASTY TUESDAY, W HOTEL UNION SQUARE



Jill Hubbard, MDC Wallcoverings, and Steve McCloskey, McCloskey Purchasing Group



Laura Carter, TRI-KES, Frances Mong, Starwood Hotels & Resorts, and Tom Buck, Buck Agency



Crista Alfieri, McColskey Purchasing Group, and David Fortin, Fortin Hospitality

## CALENDAR

**Toasty Tuesdays:**  
April 22nd, May 20th, June 17th

**Networking Lunches**  
April 23rd, May 28th, June 25th

**Milan Furniture Fair:**  
April 8th-13th

**Hotec Middle East, Dubai:**  
April 25th-28th

**HD Expo, Las Vegas:**  
May 14th-16th

**HD Awards, New York:**  
June 4th

Stay tuned for additional details

## NEW MEMBERS

Barbara Ruckert	<i>Costantini Deisign</i>
Kristina Junkroft	<i>Kean University</i>
Stephanie Litchkowski	<i>American Standard Brands</i>
Brian O'Connor	<i>Swarovski</i>
Valerie Kempner	<i>Area Environments</i>
Michelle Yelner	<i>ICD Publications</i>
Aine Foley	<i>Maya Romanoff</i>
Carson Peterson	<i>Design Compendium</i>
Sara Dobbs	<i>Design Compendium</i>
Ryan Gardner	<i>Emeco</i>
Ryan Bondar	<i>Evan Shatz Sales Associates</i>
Jacobo Fernandez	<i>Arturo Alvarez, Inc.</i>
Eric Falborn	<i>Design America</i>
Stormy Perez	<i>The City of White Plains Youth Bureau</i>

## FACES OF NEWH // Rob Veluz, Bill Rooney Studio



### Tell us how you got into hospitality design.

My design career started out in a different capacity, as a sales and marketing associate at Gettys, a hospitality design and procurement firm based in Chicago. I was so intrigued by what was happening on the design side of the office that it made me want to pursue a career change. After leaving the firm to go back to school, they hired me back as a full-time intern and eventually as a junior designer.

### Do you have rituals or habits to help inspire or ideate when working on new project?

A project should tell a story and have a clear vision. In order to do this well, it requires the right foundation with appropriate building blocks. I research the site's surroundings, its history and culture to help set the mood and select the relative details. Lastly, I reference fashion—current as well as past—to develop the right color palettes and textures for each of the spaces. For furniture inspirations I still run to my architecture and design books; like many, I also peruse design sites such as [luxuryculture.com](http://luxuryculture.com) and even auction sites such as [1stdibs.com](http://1stdibs.com) and [wright20.com](http://wright20.com).

### What are some of your favorite hotels, restaurants or spaces in NYC?

There are so many. The grandeur of the Plaza Hotel, the design of the Peninsula Suite (a Bill Rooney Studio project), dining in the Library at the NoMad, and cocktails at the bar at the iconic Four Seasons Restaurant in the Seagram Building.

### Do you see any trends or themes in hospitality design today?

I do see more lobby plans becoming more dynamic, multi-use spaces. It's not only for checking in/out but also for formal and casual talks, as wifi-ready working spaces, and a place to have a drink or maybe a bite to eat. Also, more guests are opting to interact with hotel staff through technology with their own mobile apps and tablets (and less from the house phone).

### What was the inspiration for the fabulous new Residence Inn and Courtyard by Marriott Central Park?

The energy, the rich culture and the people of NYC were our inspirations. Bill Rooney Studio created two distinct experience for each of the hotels in this iconic tower: the Courtyard has a modern aesthetic and bolder color palette for the business and guest travelers, while the Residence Inn has tasteful, residential-like details and a refined color scheme for the extended-stay guests.

### If you could be anywhere in the world right now in a blink on an eye, tell us where?

After the winter we've had? I prefer somewhere warm and as far away as possible. Perhaps the Alila Villas Uluwatu in Bali. A dear friend of mine was there and I cannot wait to experience it for myself.