

**EVENTS**

- JAN**  
TBD **WINTER CARNIVAL VOLUNTEERING EVENT**  
Stay tuned to newh.org/chapters/north-central for more information!
- FEB**  
18 **PORTFOLIO ROUNDTABLE**  
Atmosphere Showroom
- MARCH**  
TBD **RESTAURANT TOUR/MIXOLOGY EVENT**  
Stay tuned to newh.org/chapters/north-central for more information!

**NEWS**

● **2015 TRADESHOW / 'CASINO BLUES' AFTER PARTY**  
The 2015 North Central tradeshow was held at the Hyatt Regency in downtown Minneapolis. Following the event, industry professionals had a chance to unwind and mingle at the 'Casino Blues' after party, complete with live music and blackjack!

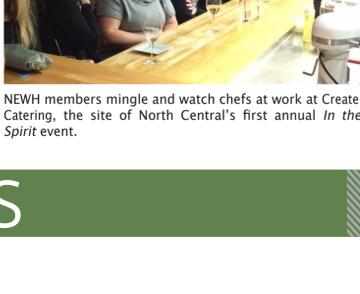


Janet Whaley, Kassi Mihm, Michele Espeland, and Brandie Adams test their luck at the after party blackjack table!



Michelle Engstrom catches up with incoming NEWH North Central president Rebecca Kundyssek and outgoing president Brittany Johnson.

● **'IN THE SPIRIT' HOLIDAY CULINARY EVENT**  
With our new end of the year celebration *In The Spirit*, we brought together design professionals, sponsors, and scholarship winners for an evening of culinary demonstrations, food, drinks, and networking. We hope to see you in 2016 at the 2nd annual *In the Spirit* event, North Central's way of saying 'thank you' for your continued support!



NEWH members mingle and watch chefs at work at Create Catering, the site of North Central's first annual *In the Spirit* event.

**HIGHLIGHTS**

**Top ID 2015**

As 2015 comes to a close, we'd like to once again congratulate our Top ID firms for the year: Cunningham Group, Shea Design, and ESG Architects. Our September newsletter featured some of Cunningham Group's accomplishments and insights for the year. For this newsletter, we interviewed Shea Design Principal Tanya Spaulding and ESG Architects Director of Interiors Ann Fritz.

**Shea Design:**

What new trends in the hospitality industry are you most excited about?  
*The single biggest shift in hospitality projects is the demand for interaction and engagement. Public spaces, hotel and building lobbies and restaurants have shifted to become places that have to serve a wide variety of needs ranging from individual workspace and meetings to social engagements. In these spaces, people want to be entertained, but on their own terms.*

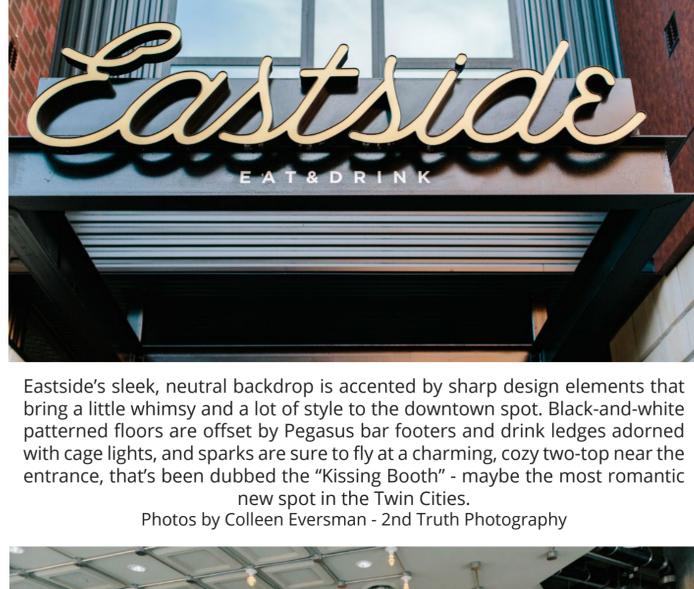
*In all Shea projects, our challenge is blending the highest quality with more casual flexibility. We love the challenge of creating spaces that have zones and focal points that deliver a variety of areas to meet changing needs. We're proud of our body of work that includes some extremely creative yet functional solutions.*

What do you think is Shea's key to success in this industry?  
*Shea's key to success is always beginning with a solid business and marketing strategy for every Client. The strategy becomes the foundation for all brand and design development, and allows us to create successful businesses in all aspects from name and brand to extend through the entire experience. Every point of contact is crucial in creating experiences, and we use our expertise in business, marketing, graphic design, interior design and architecture seamlessly to create successful experiences and environments.*

What hospitality projects will your firm be completing in the coming months?  
*Our Shea team is excited right now with the wide variety of projects currently underway nationwide. We're creating everything from quality destination restaurants as part of a new hotel, to a new restaurant in a famous national museum, to development of several new brands and refresh and rollout of successful brands. The geography of our work spans from coast to coast with current projects in more than 30 states.*

*In addition, we're opening many new restaurants and cafés in Macy's nationwide, including Macy's Herald Square in midtown Manhattan. It's part of the strategy to provide additional amenities and attractions as part of the retail experience.*

Check out Eastside, the new Minneapolis hotspot designed by Shea!



Eastside's sleek, neutral backdrop is accented by sharp design elements that bring a little whimsy and a lot of style to the downtown spot. Black-and-white patterned floors are offset by Pegasus bar footers and drink ledges adorned with cage lights, and sparks are sure to fly at a charming, cozy two-top near the entrance, that's been dubbed the "Kissing Booth" - maybe the most romantic new spot in the Twin Cities.

Photos by Colleen Eversman - 2nd Truth Photography



**ESG Architects:**

What new trends in the hospitality industry are you most excited about?  
*We love that many clients are wanting their concepts to be more experience-driven and how, from a design standpoint, it is about catering to a certain lifestyle. Many hotel projects are now featuring amenities that will attract local guests in addition to out-of-town guests, and many of these concepts are highlighting and celebrating the assets of the entire city as reasons to stay on the property. We are inspired by each property's unique location and incorporating more custom arts and crafts from local artisans into the design. This approach even applies to the major hotel brands which are eliminating box design and veering toward a boutique/lifestyle mentality. We love seeing brands adding more local flavor, with layered textures and detailing, making the whole experience for guests timeless and memorable.*

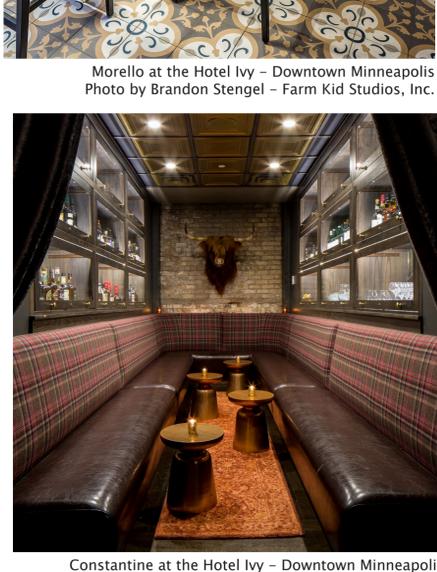
What do you think is ESG's key to success in this industry?  
*First, we have over 30 years of experience with hospitality projects, but the strength of our interior design team has really helped to boost our success as we've grown over the last few years. We have a lot of fun together and we work really well as a cohesive team. Our individuals have a wide range of talents and expertise that allow us to share openly and learn from each other.*

*We hold ourselves to a very high design standard and we are not afraid to push the envelope...all the while supporting the client's overall business goals. We get a cross-pollination of ideas from each other and from one sector to another. We are consistently looking forward - thinking beyond what a guestroom or lobby is "supposed to be" and thinking about what it wants to be or should be to appeal to today's guest. This approach allows us to apply "feeling at home" concepts to hotels or to apply hotel trends to corporate offices and this makes each of our designs and projects completely unique and unforgettable.*

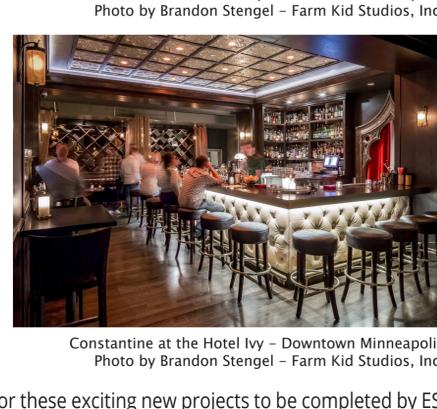
Check out ESG's recent renovation of the restaurant and bar at the Hotel Ivy!



Morelo at the Hotel Ivy - Downtown Minneapolis  
Photo by Brandon Stengel - Farm Kid Studios, Inc.



Constantine at the Hotel Ivy - Downtown Minneapolis  
Photo by Brandon Stengel - Farm Kid Studios, Inc.



Constantine at the Hotel Ivy - Downtown Minneapolis  
Photo by Brandon Stengel - Farm Kid Studios, Inc.

...and watch for these exciting new projects to be completed by ESG in the coming months!

- Hewing Hotel (North Loop, Minneapolis)
- The Kraus Anderson Block with brewery and hotel (Minneapolis)
- Depot Renaissance Renovation (Minneapolis)
- St. Louis Park Marriott Renovation (St. Louis Park)
- Sheraton Bloomington - F&B (Bloomington)
- AC Marriott MOA (Bloomington)
- The Lexington (St. Paul)
- Rivers Restaurant (Chicago, IL)
- Smack Shack (Chicago, IL)
- The Hotel Monroe Hilton Garden Inn (Historic Renovation in Phoenix, AZ)
- MSP International Airport Food Concepts: Smack Shack and Angel Food Bakery
- Foodservice at Children's Museum of MN and Science Museum of MN (Lancer Hospitality)

THANK YOU to our 2015 sponsors!

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