

# NEWH

The Hospitality Industry Network

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The Launch of NEWHconnect  
A Roundup of Green Products  
Two Case Studies to Learn From  
Three Inspiring Projects

## Quality Control

NLP's Joseph Cabrera makes furniture with a designer's eye

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NLP's Joseph Cabrera makes furniture with a designer's eye.

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This publication has been produced by  
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**Atlanta** The chapter recently awarded scholarships to five interior design and culinary students: Ginger Law, Georgia Southern University; Rodrick Beazer, International Culinary School at the Art Institute; Christa Mueller, University of Kentucky; Heather Adams, University of Tennessee of Chattanooga; and Christy Stehle, Georgia Southern University.

**Washington, DC** The chapter hosted its 2009 Scholarship Fundraiser at the Tiger Wood's AT&T National from July 2-5 at the Congressional Country Club in Bethesda, Maryland. With 50 guests attending each day in the main ballroom, sponsors and attendees wine and dined with closed captioned TV amidst premier club elegance. Co-chairs Barbara Azzinaro, Cohen Azzinaro Associates, and Laura Ann Francis, LPC Associates, LLC headed up the effort. The chapter hosted U.S. troops and their families on Thursday. Friday was

dubbed "Host Day" since Helen Jorgenson, Host Hotels & Resorts and fundraising committee member, brought in a number of sponsors including Host. And committee member, Lynda Welte, called on long-time NEWH supporters, Stephen Perkins and Deborah Forrest, ForrestPerkins, to conjure up some of their connections. With Royal Custom Designs sponsoring Deborah and husband, Tom, the chapter hosted their guests, Sheila C. Johnson and Prem Devadas Salamander Hospitality.

**Chicago** The Chicago chapter hosted its 2nd Annual Summer Social at "A New Leaf" studio on the Gold Coast on July 16th. The event brought together more than 100 industry professionals who mingled while enjoying specialty cocktails compliments of Grey Goose Vodka. This year's event was made possible thanks to donations from Aesthetic Mirror, Farm Boy Fine Art, Global Allies,

Marquis Seating, Miceli Drapery, Montague, Templeton Carpet, Thomas Interiors, and Valley Forge Fabrics.

**Las Vegas** Mark your calendars for November 7th for the 2009 HOSPY Gala at Encore. Following a juried review, the best in hospitality design projects are honored at the event. The HOSPY Awards banquet is the main fundraiser for NEWH Las Vegas scholarship fund. Dick Rizzo of Perini Building Company will be honored for his leadership and community outreach. The chapter also bottled its first barrels of NEWH wine, which will debut that night. Other past chapter events included tours of Encore, as well as the new offices of design firm ABA Las Vegas.

**South Florida** The 7th Annual Bubble Bash annual fundraiser at the newly opened W South Beach's Wall Club and Grotto will take place on Monday, September 14th following the

Hospitality Design Boutique Exposition & Conference Party by the Palms (also held at the W). The SOFHE Awards (South Florida Hospitality Industry Excellence) will be presented to the best hotel design and best restaurant or club winners, and the night will include a raffle and dancing. To buy a ticket or for sponsorship information: [newh.org/chapters/southflorida](http://newh.org/chapters/southflorida).

Thursday, October 29th the chapter will host the 4th Annual Halloween Party at Fratelli Lyon in the Design District. A silent auction will be held. For info email: [eckyh@EdelmanLeather.com](mailto:eckyh@EdelmanLeather.com). The chapter's strategic planning meeting on Saturday, November 21st will set 2010 goals with the new board, and the chapter's annual holiday party will take place the first week of December.



## Socially Acceptable Two questions for Trisha Poole, NEWH VP of marketing, about NEWHconnect

### How did NEWHconnect come about?

NEWHconnect was created with the idea of 'staying connected' similar to other social media. What makes NEWHconnect different is the focus on the specific industry of hospitality. It gives everyone a safe environ-

ment to share ideas, write blogs, upload photos, and videos as well as take part in NEWH surveys with their peers. With so many other options out there, we wanted to give our members a chance to explore the benefits of social media with us. Our membership is an equal cross section of ages from 20s to 50s so you can imagine the difference in experience level or comfort with the internet. We are introducing social media to some of our members for the first time. [At the same time] our goal is to provide one place our members and friends in the industry can come to find all the latest in industry news, design successes, and chapter activities.

### Any unique highlights?

**Hviews** is a hospitality webcast that features people, places and product from fascinating areas. This program began in Las Vegas and featured interviews with leading professionals like Roger Thomas of

Wynn Design and Development, Brad Friedmutter of the Friedmutter Group, Todd Avery Lenahan of ABA Design Studio, and Jeanne Starling of MGM Mirage Design Group. The show also walked the Hospitality Design Exposition & Conference (HD Expo) and showcased the latest products right from their booths. Our concept is to bring the shows to your desktop while giving you interesting, informative conversation from the leaders of our industry. It was so successful we are planning our production for Hviews Miami from Hospitality Design Boutique Exposition & Conference (HD Boutique).

**Bizviews** is our newest concept that will allow you to post a video resume. As our businesses begin to pick up, we will need resources quickly and whether you are an employee or employer this new way of interviewing will help you source new career opportunities across our entire international network with a click of the mouse!

Go to > [newhconnect.org](http://newhconnect.org) or [newh.org](http://newh.org)





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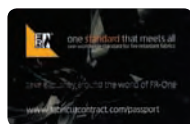
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# who's who

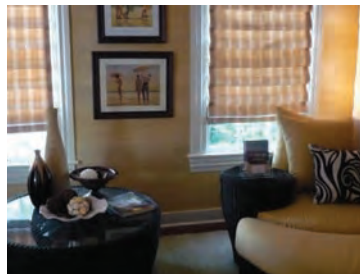
From new companies to awards, see what your fellow NEWH members are up to



Lusive Decor's Celeste Chandelier



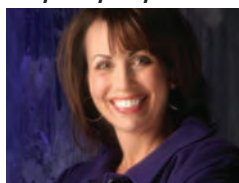
Jerry Hruby-Holy



Barlow Tyrie's Cape May Show House



Elizabeth Sommerville and Jim Bauschka



Kathryn Stenger



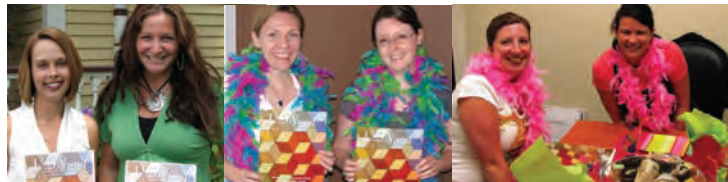
Quinn Mayer, Zoli Kovacs, and Mitch Zerg



Ansley Franke and August Voss



MirrorMate's pre-framed mirror



Jennifer Davis and Megan Hagood, Design Directions International; Miranda Calhoun and Pam Loomis, FA Hunter & Associates; and Stephanie McElhannon and Caroline Foster

NEWH will be posthumously honoring **Jerry Hruby-Holy**, founder of Unilight, with the fifth ICON of Industry Award. It will be presented to his son Michael Holy at the IH/M&RS Gold Key Breakfast in November.

As part of its free, ongoing career displacement workshop series for the architecture and design community, the Mohawk Group is partnering with *Hospitality Design (HD)* magazine for a special **Re:work event** in Miami on September 11th. The all-day event will cover resume writing, career coaching, interview skills, and financial planning. Courtesy of *HD*, all participants will receive free admission to the 2009 HD Boutique Exposition & Conference (HD Boutique), held September 14-15 at the Miami Beach Convention Center. Register at [www.themohawkgroup.com/rework](http://www.themohawkgroup.com/rework).

**Helen Meisel** of reSOURCE group won the drawing to Valencia, Spain, at the ASID Hospitality Pavilion at Dwell on Design LA Conference. The trip is sponsored by the Embassy of Spain Trade Commission to attend the Interiors from Spain Trade Show, Feria Habitat Valencia, from September 19-24.

**Michael Schneider**, president of Boutique Media Group and Helen Marcus of Zenith International, recently founded Hospitality Cares, a non-profit organization that targets hospitality professionals who have experienced misfortune through either a job loss or a housing/medical condition. The first event, a

5K run/walk on Miami Beach, will be held September 13th. To register for the event (\$35), or to make a donation, visit <http://pledgie.com/campaigns/5109>

**Republic Furniture Mfg., Inc.** WBE recently moved into new and expanded production facilities in Vernon, California. Contact: 4421 East 49th Street, Vernon, CA 90058. Phone number and email remain the same: 323.235.2144; [rosensofpublic@aol.com](mailto:rosensofpublic@aol.com).

Virginia chapter member **Kathy Thomas** created kpct, LLC to represent multiple lines for hospitality and commercial interiors. She currently represents Contract Décor International (CDI), Dunbar and Cullum carpet, Graphic Encounter, Samuelson Furniture, and Groove Leather. [kpct@comcast.net](mailto:kpct@comcast.net)

**Bruce Wowk**, an independent sales rep in the Washington, DC area, announces his first grandson: Jackson Wowk born May 26th.

**Dave Hartman** was recently hired by Structures & Interiors which designs and builds a wide range of medical offices, and also passed his LEED AP exam. [www.structures-interiors.com](http://www.structures-interiors.com)

**Barlow Tyrie, Inc.** is participating in the 2009 Cape May Show House that will benefit the Mid Atlantic Center of the Arts which will run from July 5th until January 3rd.

**Elizabeth Sommerville**, of the Nielsen Company/Hospitality Design, married Jim Bauschka on June 6th.

**Glave & Holmes Associates**, now has five new LEED AP interior designers, was hired to renovate the lobby restroom and Bull Durham Bar at the Washington Duke Inn & Golf Club in Durham, North Carolina, and Gary Inman, director of the hospitality studio, spoke at NeoCon.

**Jacques Desire**, 58, noted fabric designer and owner of Jacques Bouvet et Cie, Limited, his signature line of decorative fabrics, died of heart failure on April 25th. Besides being well-known in design circles in Los Angeles where his fabric collection is headquartered, he supported a variety of charities for AIDS services, human rights, and wildlife preservation.

Longtime NEWH supporter, **Steve McCloud**, recently announced that his company, US Vinyl Manufacturing, will sponsor eight designers to the Atlanta Chapter: Stephanie McElhannon and Caroline Foster from the Van Dresser Company; Miranda Calhoun and Pam Loomis from FA Hunter & Associates; Jennifer Davis and Megan Hagood from Design Directions International; as well as two students interning at DDI, Rachael Rimer and Bethany Inman.

**Coast to Coast Designs** recently completed installing furniture at the 91-room Gansevoort Turks + Caicos, a Wymara Resort, designed by DADA and SWA. >



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## who's who

**Élan Collections** is putting the finishing touches on its new showroom at 5235 Ponderosa Way, Las Vegas, NV, 89118. Check out the new website as well at [ElanCollections.net](http://ElanCollections.net).

**Renaissance Contract Lighting & Furnishings** has expanded its domestic abilities and moved into a new 45,000-square-foot manufacturing facility. [www.RCLFnc.com](http://www.RCLFnc.com) and [www.RenaissanceSiteFurnishings.com](http://www.RenaissanceSiteFurnishings.com)

Electric Mirror recently appointed **Kathryn Stenger** as director of marketing and public relations. She can be reached at [k.stenger@electricmirror.com](mailto:k.stenger@electricmirror.com)

**Lusive Décor's** Celeste Chandelier is featured in the lobby of the newly opened Wit Hotel in downtown Chicago. Designed by Cheryl Rowley Design, it stands at seven feet tall and six feet in diameter and presides over the hotel's high-ceilinged lobby.

**Dawn Starling**, Starling & Associates, was awarded the NEWH 2009 Recognition of Excellence Award for South Florida at the annual scholarship awards dinner at the Westin Diplomat.

Dallas-based American Leather has recently announced the promotion of **Frank**

**Boardman** to director of specialty and hospitality sales.

**Malene Barnett** (known as malene b), designer of custom handmade carpets that pay homage to world art, nature, and global lifestyles, has established her new namesake company and has launched her website, [www.maleneb.com](http://www.maleneb.com)

**Victoria Cerrone**, BOBOSART Inc, an art solutions company based in Orlando, was selected by the Hilton Hotel Altamonte Springs and the Orlando Hilton Convention Center to provide art consulting and project management services. **Denise Brown**, Multi Angle Studios, also based in Orlando, is providing framing and installation support for both projects.

Earlier this year, **Kovacs & Associates** celebrated 35 years of business.

**David Mahood**, NEWH's vice president of sustainability, and **Jeanne Varney**, NEWH's executive advisor, have joined forces to form Olive Hospitality Consulting, which will provide business solutions for a wide variety of sustainability challenges. [www.olivehospitalityconsulting.com](http://www.olivehospitalityconsulting.com).

**MirrorMate** has begun selling pre-framed mirrors, allowing commercial clients to both

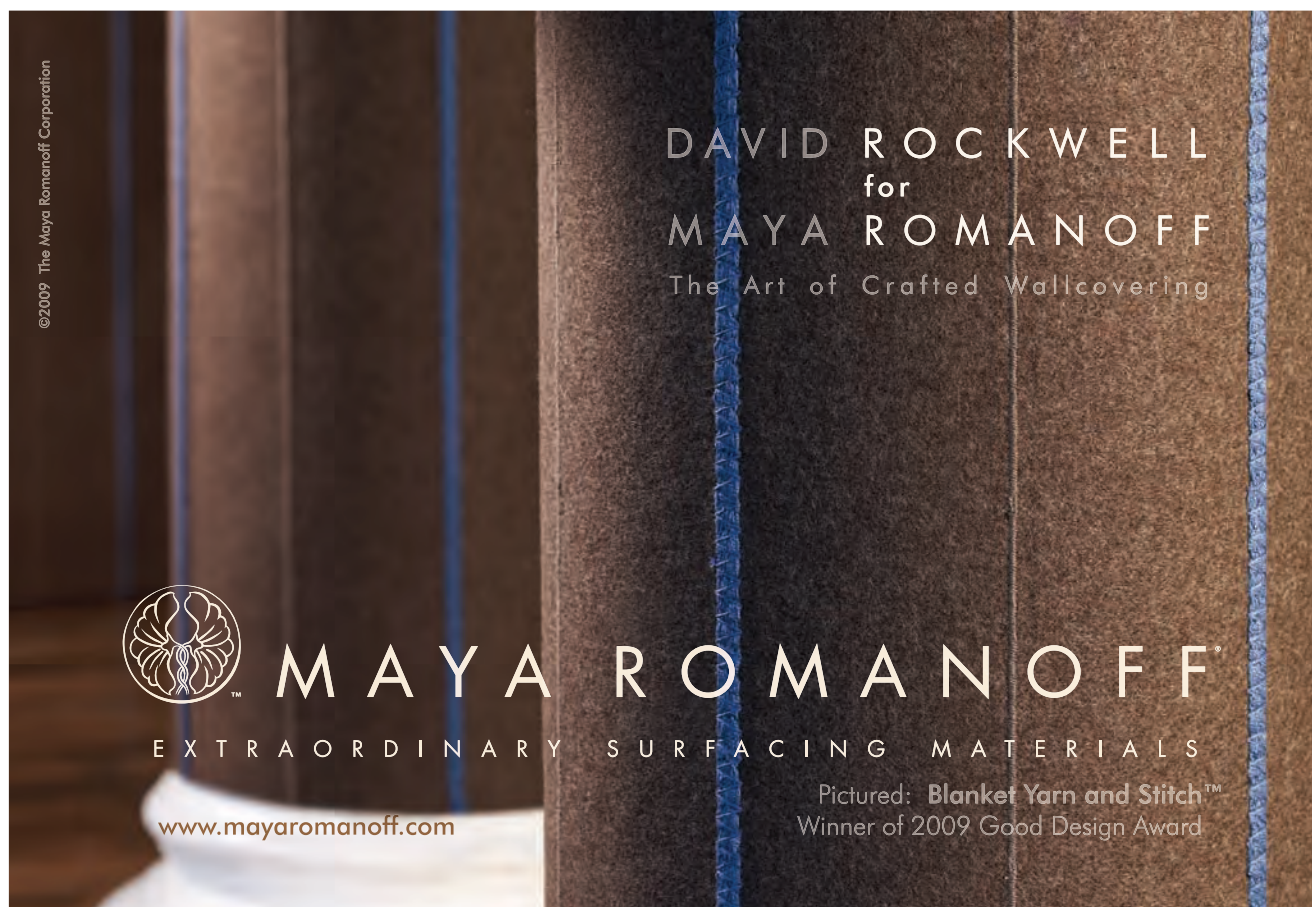
retro-fit existing plate glass mirrors with frames during bathroom remodels and purchase matching full mirrors for new construction—giving both new and older properties an up-to-date, cohesive look.

**Jane Skeeter**, UltraGlas, was awarded the Women in Business Champion of the Year award by the Los Angeles Area Chamber of Commerce.

**Ansley Augusta-Via Franke**, Ai Group, married **August Frederick Voss IV**, Rehrig Pacific, in the North Georgia Mountains, on July 11th.


The Las Vegas Chapter of NEWH recently announced the 2009 HOSPY award honoree: **Dick Rizzo**, vice chairman of Perini Building Company, for his exemplary leadership and community outreach. He will be honored at the HOSPY Awards banquet on Saturday, November 7th at Encore in Las Vegas.

**Sheldon and Ronna Nitzky**, the founders of Valley companies, 2nd Ave. Lighting, and Iron Factory have re-emerged with the launch of their new company, Pentimento inc., a collaborative creative resource offering a range of products. [www.pentimentoinc.com](http://www.pentimentoinc.com)



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# Asking the Tough Questions

**Can sustainability survive in hard economic times?**

By Dina Belon



Dina M. Belon is the Sunshine Chapter's sustainable director and a principal at RUSH Hospitality, a sustainable hospitality renovation company based in Titusville, Florida

DEALING WITH SUSTAINABILITY during these economic conditions is a lot like what you might feel when in an airplane traveling with your child and the oxygen masks drop from overhead. Instinctively your first thought is to help your child and ignore yourself. Most airlines advise you to help yourself first so you are more capable of helping your child. Right now everyone is instinctively trying to survive this recession and individual sustainability issues are secondary. But if we ignore the environment for a few years while we deal with the economic hard times, the problems with the environment just become more extreme. We will have survived the recession and still be faced with much more terrible problems.

It is very commendable that there are so many professionals in our industry supporting sustainability. But what happens if you cannot convince a client that a sustainable design or process is the best direction to take? Are you done being ecological until the next opportunity to convince a client to utilize a sustainable design or process, versus worrying about convincing a client we as individuals should have a personal sustainable program? Why does it take a client's interest to "allow" us to provide the best sustainable project that we can within the time and budget? Instead think about the sustainable options that you could use within a client's existing budget, schedule, and standards. As you make decisions, such as: does a material meet the functional requirements, aesthetic desires, and budget limitations, add one more consideration, is the selection sustainable? The answer may be "no" due to the balancing of one of the other considerations but at least you have made a conscious decision.

## **The sustainable questions can be:**

- Does the product utilize recycled content (post industrial or post consumer)?
- Does it affect or improve indoor air quality?
- Are the source materials sustainable?
- What are the assembly materials?
- What is the manufacturer's efficiency (reduced energy; minimal waste; carbon neutral; LEED certified manufacturing facility)?

- What is the travel distance of source materials, distance of manufacturing facility to final site?
- Can the material be recycled at the end of its life?
- Is a product reusable or salvageable?
- What is the durability—extended lifecycle?
- What are the maintenance methods and products?
- Is the product energy efficient (ex. Energy Star)?
- Does the product support water conservation?
- What are the installation procedures?
- What are the drying and curing procedures?
- Can you minimize waste during installation?

If everyone does something, the results start to add up.

Think about all parts of your life: professional, public, and private. Many of us recycle at home, but don't think about it at work. This is not like a diet or exercise program. It is easy if you spend some time just thinking about it. You are already practicing sustainability in your lives. Just keep at it.

On a personal basis there are many options that will make a difference. Start a recycle program. My family bought four plastic storage containers. We recycle plastic, newspaper and cardboard, aluminum cans, and glass bottles. We live in a condo that has a recycle center so it is very easy for us to recycle. As an interior designer, I was not happy about four new containers taking up space in my kitchen, but I got over it. We have cut our garbage that goes to the landfill in half.

Doing something sustainable on a public basis is equally easy. Our family does not throw into a landfill any clothes, toys, electronic gadgets, appliances, furniture, or anything that is reusable. We have several favorite charities that we recycle through, mine is the SPCA Thrift Store. If you are looking for an equity investment in this crazy market, look at green equity stocks. CoopAmerica.com has a section on its website that is a comprehensive list of green companies. You will be surprised at the performance of these stocks compared to non-sustainable companies. Charitable work is another way of practicing sustainability. Remember that one part of the triple bottom line is people, and helping your neighbors and community is just as sustainable as recycling.

Just one simple sustainable activity in your life will make a tremendous difference. You can do something for the people and planet as well as save money. You do not have to compromise your sustainable beliefs in tough economic times. ■



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## Beantown Test

A challenging guestroom renovation for RDH & Associates

Photography by Robert Miller

“We learned  
so much and  
enjoyed every  
bit of it.”

Above: A renovated suite  
parlor at the Omni Parker  
House in Boston.

**Challenge** Renovate everything in the 551 guestrooms and suites of the Omni Parker House in Boston except for the wallcovering in the rooms, the headboards, and some of the desks and mirrors, plus address the lack of storage space in the bathrooms, all while keeping the traditional feel of the historic hotel and appealing to the hotel’s many business travelers. “We were told that there were approximately 25 types of guestrooms (that grew to over 100 once we did the walk through) and that the occupancy in the hotel was always over 90 percent...no problem right?” says Stacy Elliston, principal, RDH & Associates in Addison, Texas.

**Solution:** Thanks to the more than 100 room types, the designers had no real or correct drawings to rely on. So they went back to basics, walking into every single room with drawings, pencils and tape measures to verify current furniture and electrical layouts, and took down any dimensions that were missing. For more storage space, the designers changed the mirror style to give more room on the wall and added a shelving unit over the toilet. In working in a very busy hotel, they had to coordinate with the general contractor, Suffolk Construction, to coordinate correct deliveries from the warehouse since there were no staging rooms. And, for the design, they embraced the history of the property while blending modern luxury into the experience. They kept the general color palette (think red and gold hues), but added more of a transitional feel with new art (inspired by Parker House artifacts) and draperies, more modern pattern scales, and pedestal sinks in the bathrooms. In some rooms, they kept the existing desk; in others, they designed a traditional style desk/dresser combination done in mahogany that would accommodate the dresser and TV on one side, and the work surface on the other. For the extremely small rooms (what are dubbed the library rooms) they created a built-in corner work surface.

“This was such a great project for us. We learned so much and enjoyed every bit of it,” Elliston remembers. “I’ll never forget the day that we had this huge matrix in front of us and we kept counting the rooms over and over again only to come up each time two rooms short of our 551. This exercise had been going on for days. After several attempts, we finally found our lost two rooms, and a huge scream could be heard for miles coming from the conference room that all the rooms and types had been accounted for.” >





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# **design 101** hotel guestroom



## Omni Parker House

Boston

[www.omnihotels.com](http://www.omnihotels.com)

**Interior Design Firm** RDH & Associates, Inc., Addison, Texas

**Interior Design Project Team** Stacy Elliston, principal; Leslie Eiland, senior project manager/design; Kimbra Elgin, senior design manager; and Scott Samuels, project manager; Randall Huggins, principal

**Sconce** Barbara Cosgrove Lamps

**Artwork** C. Smith Fine Art Advisory

**Drapery, Shade, Shower Curtain, Pillow Fabrication** CDI (Contract Decor International)

**Bed Bench/Bath Mirror and Shelf** D' Style

**Fabrics** Duralee Fabrics, Fabricut, Exotica Textiles, Kravet Fabrics, Loomsource

**Chair Seat Leather** Edelman

**Sofa Re-upholstery** Five Star Restorations

**Shower Curtain Liner and Rings** Katri Sales Company, Inc.

**Coffee Table/Desk and Lounge Chair/Vanity Stool** Mark David

**Throws** Morgan Collection

**Desk/Demilune/Nightstand/Dresser/Lowboy/Vanity/Headboards** Philadelphia Furniture

**Floor Lamps** Reliance Lamp Co.

**Bath Wallcovering** Seabrook Contract

**Bed Sets** Serta

**Desk and Console Lamps** Spectrum Lighting

**Shower Curtain Rods** Wingit Innovations ■



Above, from top: A suite and guestroom at the Omni Parker House, both updated with new art, draperies, and modern touches.





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# Positive Feedback

Designing from the guest perspective By Donald Griner

**The project** Cambria Suites by Choice Hotels International opened five new properties in the last month in Denver; Madison, Wisconsin; Traverse City, Michigan; Minneapolis; and Indianapolis, Indiana, bringing the total portfolio to 18 hotels.

Above, clockwise from top: Two views of the lobby, the bar, and a guestroom at a Cambria Suites.

**Donald Griner** is the senior director, design and construction, for Choice Hotels International

**Design Approach** The brand is working on some exciting new custom projects in Los Angeles and Seattle, which will incorporate regionalized design features. Our last wave of openings featured new design elements such as a lobby fireplace and regional stone exterior.

Regardless of whether the design is prototypical, regional, or custom urban, the design concept was to create a comfortable and modern, but not “over-the-edge” atmosphere, appealing to the professional “striver” mindset. Elegance and casual sophistication emanate from the eclectic décor, including contemporary aspects defined by the non-traditional use and placement of materials, textures, and color. Dramatic interior architecture and irregular geometry complement the décor to create spaces where guests truly talk about the design. One of my favorite experiences in the hotel is to watch the expression of delight and surprise on guests’ faces as they peer up into the two-story lobby and pan across the public spaces upon check-in. However, even the unique curb appeal of the exteriors starts the memorable guest experience as they drive-in before check-in.

**Results** Thoughtful amenities and comforts in both the spacious suites and active public spaces have been universally valued by the guests, and design aspects of the hotel are quoted in numerous reviews from leading

hotel traveler review website TripAdvisor. Cambria Suites has received four national design awards in the last two years, reflecting its stylish appeal. However, the true testimony of the popularity of the brand’s design comes from the guests themselves and the resulting property rankings in the markets they are located. Cambria Suites hotels are ranked as a top 10 hotel in 12 markets, including the top hotel in six of those markets.

**Responses from the Cambria Suites guests themselves from TripAdvisor.com:**

“Bold modern sizzle”  
 “All I can saw is WOW!”  
 “Very modern, comfortable, stylish”  
 “I’ve made the Cambria Suites my second home”  
 “Hip, upscale coffee shop & bar”  
 “Refreshing and welcoming”  
 “Best workout room I have seen in a hotel of any class”  
 “Interesting boutique hotel vibe”  
 “No expense was spared for the décor”  
 “Design and attention to detail made us feel like we could have paid double”

Creating inspirational designs that both “wows” and comforts road weary travelers should be the mission of all designers in the hospitality industry, and this clearly shows that innovative and thoughtful design truly can delight a wider range of guests. ■ [www.cambriasuites.com](http://www.cambriasuites.com)





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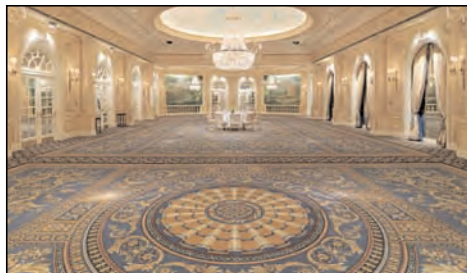
## Deco Diligence

**A creative carpet solution for the ballroom spaces of an historic hotel**

**The project** The stunning Art Deco Jumeirah Essex House first opened its doors in 1931, but has recently been the subject of a \$90 million renovation. Boutique design specialist, Kenneth E. Hurd & Associates, was commissioned by the owners to refurbish the Grand and Petite salons, which make up the primary ballroom spaces in the hotel. Brintons, recently accredited with ISO14001, was appointed as the exclusive carpet supplier.

**Client Brief** The owners of the Jumeirah Essex House wanted to reinvigorate the two primary function rooms without compromising the overall French style and décor. They were determined that the greatest impact would be made by replacing the carpet to complement the traditional detailing. Kenneth E. Hurd & Associates—a company with extensive experience of completing historic renovations—chose to work with Brintons because of its proven skills in generating traditional carpet designs that are in keeping with the required sensitivity of detail and coloration for this type of project.

Above and right: Two views of the Jumeirah Essex House ballroom, with its European palace-inspired carpet from Brintons.



**Design Approach** Brintons was presented with two requirements from the design company. The first was that the carpet design should respond to the ceiling layout that features a dramatic dome and ancillary coffers. The pattern of the borders and the area segments had to roughly mimic those in the ceiling. The second requirement was that the royal blue, gold, and palatial red colors had to be rich enough to “carry” the ballroom as it lay empty, as this is often the time when a prospective client first sees the room prior to a booking being made. Because of the requirement for the carpet design to respond to the ceiling layout, there would be very few repeats in the design. This meant the Brintons design team had to generate a single, larger design for the entire project rather than just a small 36-inch or 72-inch segment of carpet. Additionally, the combined rooms were irregular in shape, making the task of creating an integrated design even more challenging.

**Solution** The final carpet design theme was reminiscent of a classic European palace. The borders featured multiple bands of repeating patterns—gold on blue backgrounds that simulated the decorative gold-leafed motifs in the ceiling—while the scrollwork and floral motifs within the area segments complemented the garlands and relief moldings on the fascias and wall panels. As the design was so intricate and the colorations were so critical, Brintons prepared numerous hand trials prior to the design firm showing them to the executives of the hotel. Once approval was obtained for the design concept, Brintons prepared detailed layout drawings showing the seaming and pattern matches. After a final design review, the carpet was manufactured at Brintons’ global headquarters in Kidderminster, Great Britain.

“Brintons [has an] extensive design archive that dates back to 1791 and, when you’re trying to recreate historically accurate pieces for a project like Jumeirah Essex House, the archive is invaluable,” explains Elaine Traynor, Brintons’ senior designer. “Following a significant internal consultation, I found period source inspiration as a starting point and then presented various design options from which we narrowed down the styling. We were then able to develop the design further relating to the initial brief.”

Adds Hurd: “We were equally pleased with the service we received from Brintons to achieve such a dramatic carpet that was perhaps one of the most complex we have ever attempted.” ■

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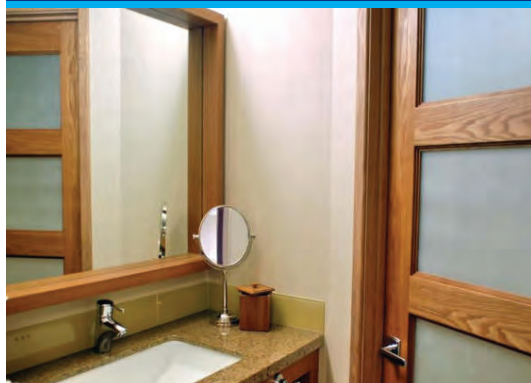
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It's easy going green with these eco-friendly options from your fellow members.



3form is going big with the Large Scale Organics line featuring interlayers of nature-like elements including lush palms, sun-soaked grasses, and field flowers. All of the four designs accentuate the beauty of nature with Harvest, shown here. [www.3-form.com](http://www.3-form.com)

JOHN DOE channeled tile, Constantine Commercial's winning flooring (it took home the silver Best of NeoCon award in June) uses channeling technology, a new process for modular tiles where sheared bands are carved into the interior of the tile. Constantine is able to use this technology for many of its modular offerings. [www.constantine-carpet.com](http://www.constantine-carpet.com)



Shaw Hospitality Group has launched a reclaimable carpet print base, Eco Evolution, manufactured with Shaw Industries' Eco Solution Q nylon. This base contributes to the LEED point rating system and is shown here in one of the first print carpet collections, Urban Camouflage. [www.shawhospitalitygroup.com](http://www.shawhospitalitygroup.com)



The Hampton Occasional Chair from Palecek is shown here in a Coastal Green finish. The seating is constructed of a plantation-grown hardwood frame and is heightened by woven core rattan detailing on the front and seat back. [www.palecek.com](http://www.palecek.com)



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TY Amenities' N-Ki organic bath line is an organic hotel line of products that has received ECOCERT certification. The collection is made up of bottles, soaps, and dispensers as well as a tray made in biodegradable PLA material.

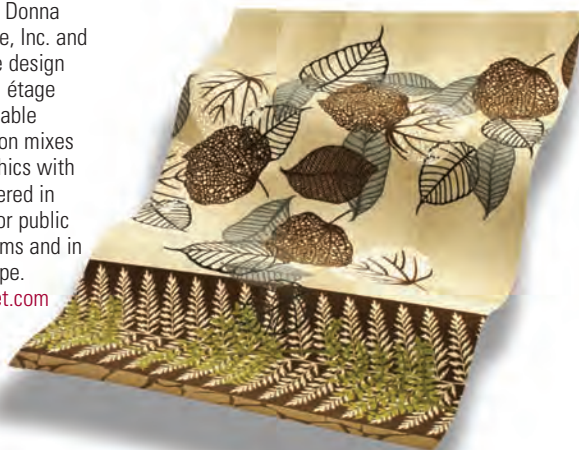
[www.tyamenities.com](http://www.tyamenities.com)



The Sealy Posturepedic Convertible Collection from Sealy Hospitality allows hotels to remove, rotate, or replace the reversible pillowtop using Velcro fasteners. Replacing just the pillowtop not only saves money, but also prolongs the life of the bed and reduces waste. [www.sealyhospitality.com](http://www.sealyhospitality.com)

Verde, designed by Donna Donohoe of D-Three, Inc. and Milliken's in-house design team, is part of the étage line using customizable layers. The collection mixes contemporary graphics with organics and is offered in broadloom or tile for public spaces or guestrooms and in any construction type.

[www.millikencarpet.com](http://www.millikencarpet.com)



Duralee has teamed up with Clodagh for the new Global Passage collection, in which all of the fabrics in the line are between 51 to 100 percent green incorporating elements such as recyclable polyester, organic cotton, and hemp. There are three available finishes: Sustain, Sustain-EcoWash, and GreenShield.

[www.duralee.com](http://www.duralee.com)

Tai Ping's contract division has launched Frame of Reference, an all-wool carpet tile collection. There are three styles: Transom mixes rigid lines and fluid forms; Portal showcases organics; and Threshold resembles the woven texture of tatami mats.

[www.taipingcarpets.com](http://www.taipingcarpets.com)







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Shown above: La Torretta Del Lago Resort & Spa - Montgomery, TX  
Design Firm: Sharon Eshet - SE Design Team

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# have you seen?

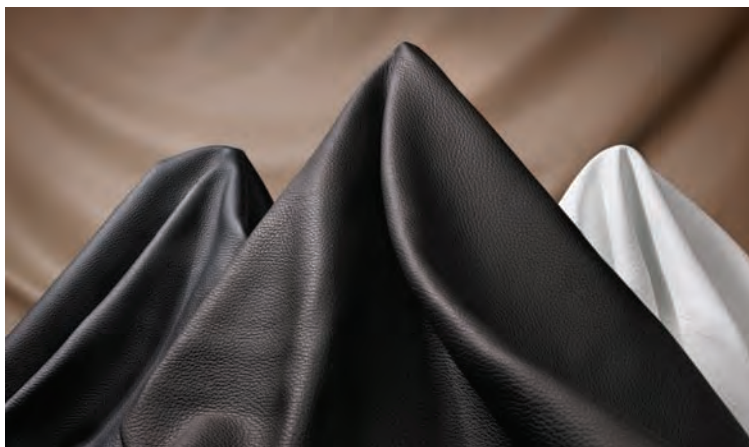
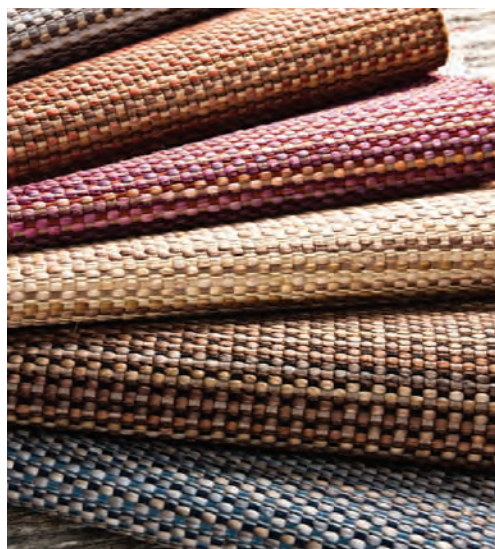
It's easy going green with these eco-friendly options from your fellow members.

Recycled trash never looked so good now with T2 Site Amenities' Metro Series Recyclers, a three-stream powder coated series. Suitable for lobbies, meeting spaces, eateries, and spas, the recyclers are made domestically with 30 percent recycled steel content and come with recycled decals (custom ones are available).  
[www.t2-sa.com](http://www.t2-sa.com)



MDC Wallcoverings and product designer angela adams have collaborated on a new sustainable wallcoverings line that is 100 percent recyclable. Eight patterns in 82 colorways offer a modern look while incorporating Ecore non-PVC construction.  
[www.mdcwall.com](http://www.mdcwall.com)

Bright Side is a new collection from Carnegie woven from 100 percent post-consumer polyester and finished with Cradle to Cradle-certified Nanotex Resist Stains and Durablock, an antimony-free 100 percent polyester barrier. There are six patterns including Wonder, shown here.  
[www.carnegiefabrics.com](http://www.carnegiefabrics.com)



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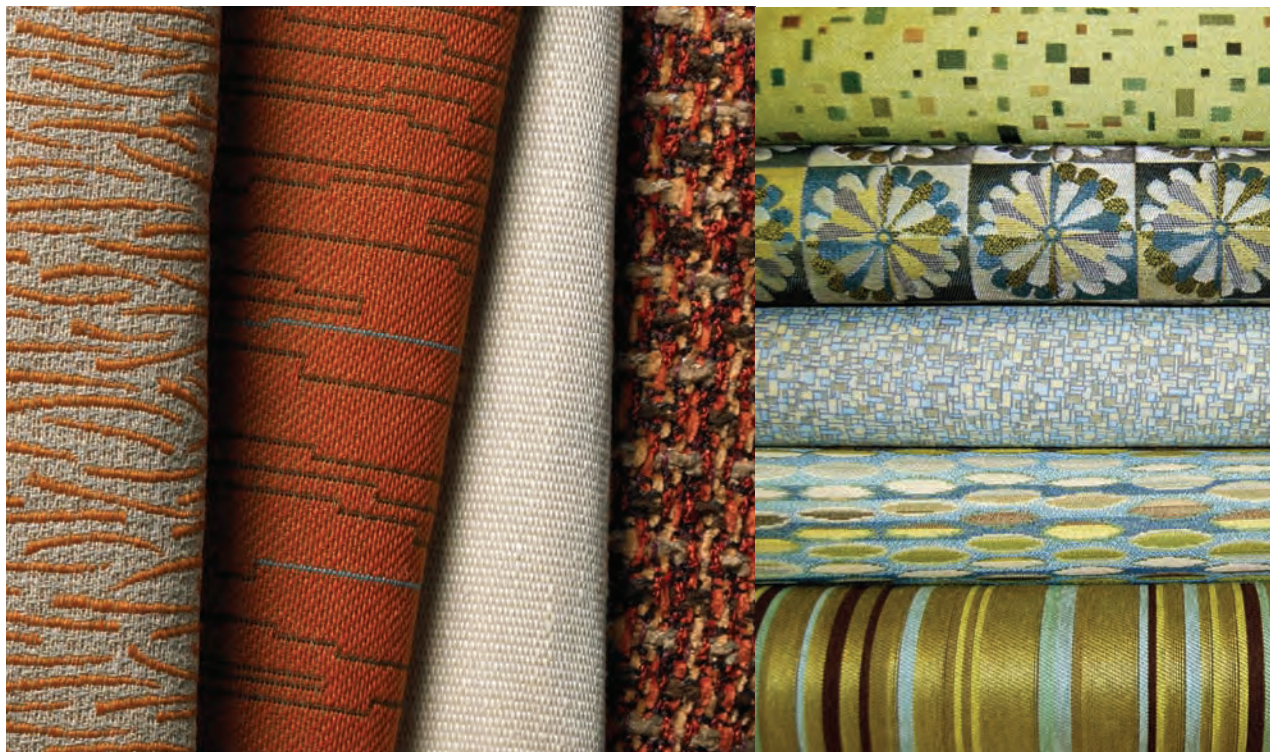


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Above, from left: The new Campion Platt Collection for HBF Textiles is eco-friendly; the American Specifier Collection from Valley Forge Fabrics features multiple patterns, from top: Galaxy Cube, Daisy Pinwheels, Mosaico, Surf Waves, and Striped Path 2.

**With so many choices ... the end result can be very pleasing to the eye and the hand.**

# Fabricating Beauty

**Fabric can be just the thing to create a memorable tactile and visual experience**

By Jana Schiowitz

FABRIC WEARS MANY HATS. It could be bed linen, drapery on a window, or upholstery for a headboard. And there are so many types—sustainable, sheers, and textured to name a few. Fabric testing and color selection are a big part of the specification process as is deciding on which colors work and which do not. With so many choices including customization, the end result can be very pleasing to the eye and the hand.

**What to Choose** Looking for the right fabric to use in a room can be a bit overwhelming. The process is a lot like finding the right outfit for a party, deciding on the right color and material. For fabric it may be a question of yellow or brown or damask or solid. But before these types of questions need to be answered, everything depends on the type of application the designer is working on. Hotels, poolside cabanas, and spa relaxation rooms all use different fabrics that must satisfy certain requirements. “End-use will determine

the testing and performance characteristics needed for specific fabric application,” says Stacy Garcia founder of Stacy Garcia Inc. For example, if the fabric is being used for the outdoors, it requires a different finish, something making it all-weather resistant and durable. For fabrics in a hotel, they need to go through flame testing to meet building codes. “Some of the biggest challenges include encouraging the designers to write care instructions into their specifications,” explains Darci Sassen, vice president, director of contract sales for Fabricut Contract, S. Harris, and Vervain. “Even when fabrics have special protection such as Crypton or Nanotex, they still need to be cleaned!”

Also important is the design intent and room concept. “Some designers are very specific and have an exact idea in mind; while others have abstract ideas and we send samples from our library until there is a design focus and selections are made,” explains Diana Dobin, senior vice president of Valley Forge Fabrics. >





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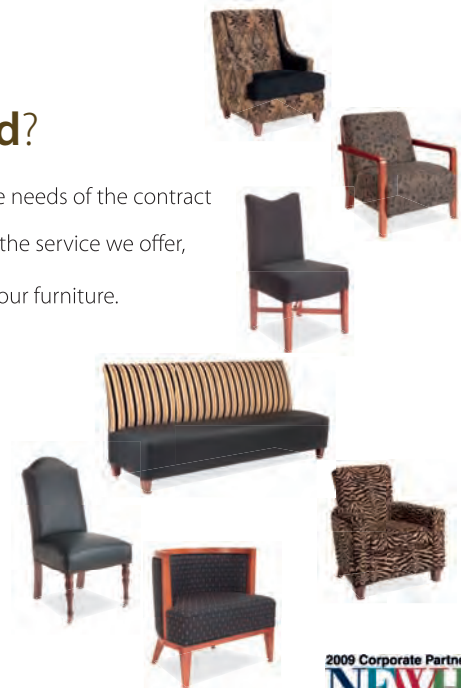
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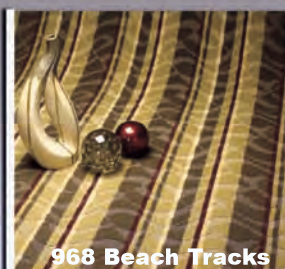


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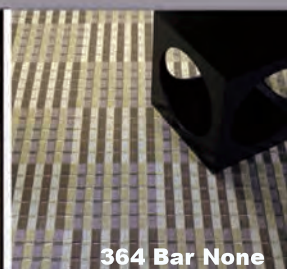
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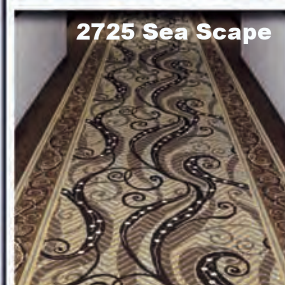
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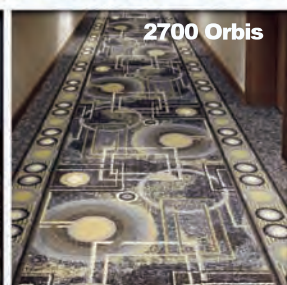
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## product know-how fabrics



Above, from top: A stack of fabrics from LebaTex in red tones by Stacy Garcia; a selection of exotic fabrics from the Excursions Collection from Robert Allen Contract.

**Customize This** So what if you like two colors, but there are none in between that fit your vision or you want to tweak the construction of a fabric a bit? “Making your own design statement is the key in hospitality today,” says Jane Riback, director of contract fabric design for Robert Allen Contract. Today, in order to fulfill that customization need, manufacturers are giving designers the option to create one-of-a-kind designs. “They allow the designers to achieve their unique creative vision for each project,” says Dobin, adding that customization is a growing part of the business.

But with so much out there, why customize? “I have a very specific story or concept in mind for the project

### “Making your own design statement is the key in hospitality today,”

says Jane Riback, director of contract fabric design for Robert Allen Contract.

and often, it is difficult to find the appropriate fabrics,” says Campion Platt, a New York City-based interior designer and architect who recently took matters into his own hands, launching a new hospitality line of fabrics with HBF Textiles.

**The Green Path** Green and fabrics have been mingling quite a bit lately. Natural materials are being utilized, manufacturing processes are becoming greener, and recycling programs are being implemented. Today, there are fabrics with post-consumer recycled content, those that are recyclable, and made domestically. Priced similar to other contract fabrics, green has become not only the way to go, but an affordable fabric solution for hospitality. “Eco-friendly design is very important in hospitality today and in this case, the fabric selection makes a statement,” says Riback.

It is promising to hear how manufacturers and designers are practicing sustainability—Fabricut Contract offers its FR-One brand ensuring that no formaldehyde, carcinogenic dyes, or heavy metals are contained in the fabric; Robert Allen Contract has many lines dedicated to eco-friendliness where fabrics have 50 to 100 percent recycled content and can be used >





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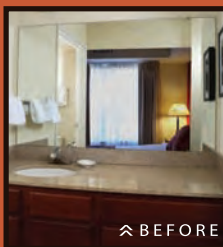
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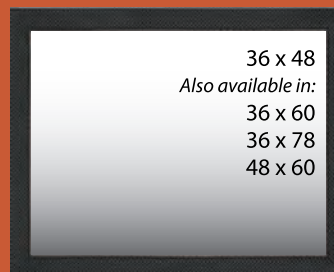
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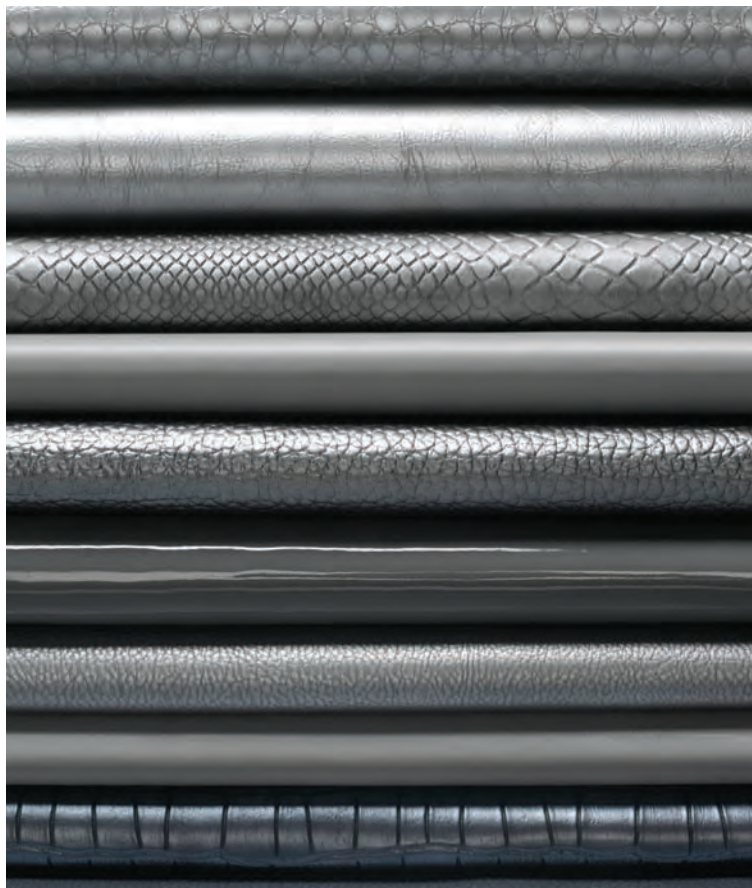
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## product know-how fabrics



**“Fabric in a hospitality space is extremely important—it is an inexpensive way to add color, texture, and emotion to a room or public area.”**

Above: Fabricut Contract’s new Faux Leather Studio program offering metallic finishes, classic leather looks, and textured patterns.

to attain LEED points; Stacy Garcia has teamed up with Color Rep, launching the AirDye process, eliminating water from the textile production; Valley Forge Fabrics continues to reinvent its FRESH (Fabrics Redefining Environmental Standards for Hospitality) line, introducing the LIVING FRESH Bedding with Tencel + Plus Eucalyptus; and Platt not only uses green methods when designing projects, but also for his new fabrics line. “I would like to think that everyone is on the eco-wagon and is beginning to specify sustainable solutions, although the market has a way to go still,” he says.

**Dress Me Up** Using fabric can create a bold statement or a calming one depending upon which colors, patterns, and materials are chosen. “Fabric has such a tactile impact on the design of an interior space and enhances the experience of any environment,” says Garcia. If the space is a spa, the designer might opt for cottons and linens and white and tan hues, but if it’s a private dining room in an upscale restaurant, velvets and rich tones might be the way to go. “You can create

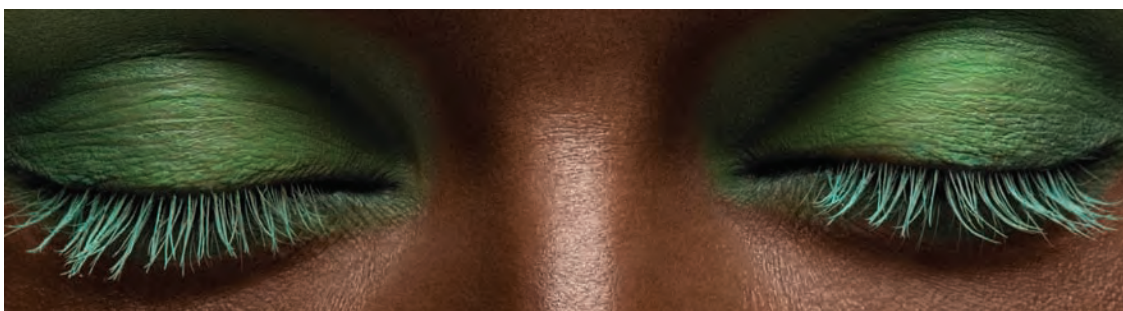
a sophisticated story by using a very classic pattern but coloring it in unexpected new colors,” says Riback.

Fabrics have personality and that’s okay for the sake of a room. It sets a tone and adds a mood through color and texture. “Fabric in a hospitality space is extremely important—it is an inexpensive way to add color, texture, and emotion to a room or public area,” explains Dobin.

**Next Up** Today, metallics and textural constructions are highly requested as are velvets and graphic prints. Riback points to outdoor fabrics for use indoors in spas and other areas where fabrics need to be water-repellent, mildew-resistant, durable, and stain-resistant, and Dobin sees large-scale design hitting seating for a more unique look.

Look for multi-purpose and residential-like fabrics coming to the market next. Even beds will be changing gears too. “Dare I say the white bed is on its way out,” says Garcia. “We will see color and texture become the new focal point on the bed in the luxury market and quickly be adopted by mid-scale properties as well.” ■





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# on the scene chapter and industry events



Cristi Holcombe and Sarah Blacha, Lodgian; Brian Buckley, Modular Flooring Technology; Dana Smith, Milliken Hospitality; and Nikki Rahnert, Susan Newberry, and Melanie Alonzo, Carver & Assoc., at the Mansion tour.



Pam Loomis and Miranda Calhoun, FA Hunter & Assoc.; Pace Adams, Ceramic Technics; Tricia McDonald; and Dana Smith, Milliken Hospitality at the Palomar Hotel tour.

Gerry King and Matt Houser, Ceramic Technics; and Yvonne Portwood, Yvonne Portwood Design.

**Down South** From hotel tours to CEU events, the Atlanta Chapter has had a busy summer networking.



Ansley Franke Voss, Ai Group, and Mary Kay Strickland, Desso Hospitality.



Cindy Royals and Darci Sassen, Fabricut Contract.



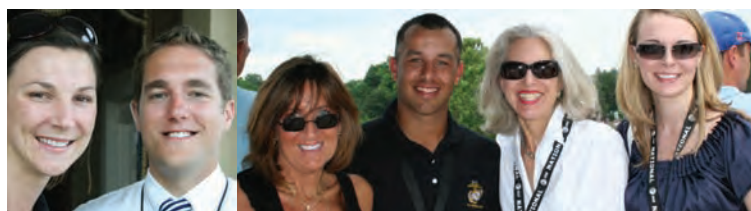
Steve Papevies, Southern Accessories Today, and Kelli Andrews, KALDstudio at the Palomar Hotel tour.



Lacey Keen, Quiltcraft Industries, and Jaime Peterson, Office Images.



The South Florida board of directors awarded \$16,000 in scholarships.



Lindsay Feiler and Dan Scali, the Tiger Woods Foundation. Co-chair Barbara Azzinaro, Cohen Azzinaro Associates; Daniel Hernandez, US Marine Corps; Lynda Welte, Blueprints for GREEN Design; and Melissa Wilson, Brintons USA.

**Summer Fun** From a masquerade to raise funds for autism to Lucky Strike bowling events, the South Florida Chapter has been more active than ever.



A surprise birthday party for sustainable hospitality chair Eve Carter, Starling & Associates.



Tom Scott, Winona Lighting; Sheila C. Johnson, Salamander Hospitality; Deborah Forrest, ForrestPerkins; and Prem Devadas, Salamander Hospitality.

Co-chair Laura Ann Francis, LPC Associates, LLC, and Stephen McElvine.

**Tiger Time** The Washington, DC Chapter hosted its 2009 Scholarship Fundraiser at the Tiger Wood's AT&T National on July 2-5 at the Congressional Country Club in Bethesda, Maryland. More than 50 people attended each day, and on one day, the chapter hosted U.S. troops and their families. (For more information, see chapter news, page 4.)





Ann Flemming and Ken Kulas, Cleo Design, with Jason Cooper, Lusive Décor (center).



Dann Niven, Lusive Décor; Rob Veluz, Gettys; Maggie McCoy, Creative Art Solutions; Julie Sabaj and Jason Bramhall, Gettys; and Jason Cooper, Lusive Décor.



Nicole Dalton, Steelman Partners, and Meghan Hanley, Lusive Décor.



Erin Kendraw and Laura Rogers, Cheryl Rowley Design; Daniele Semeraro and Nicolas Baldoni, Lusive Décor; William Schneider, Cheryl Rowley Design; and Sally Thomas Cooper, Lusive Décor.

**Celebrating Chandeliers** Industry members gathered at Lusive Décor's party at CUT restaurant at the Palazzo during HD Expo to celebrate the company's collaboration with Cheryl Rowley on the Celeste Chandelier. The event also raised money for Rowley's charity of choice: the Susan G. Komen for the Cure Foundation.



Steve Wynn, Wynn Resorts, accepts the Manfred Steinfeld Humanitarian Award.



Michael Adams, *HD* magazine (left) and Bruce Goff, ASID (right) give Peter Hapstak and George Scammell, CORE, the HD/ASID EMA project award.



Art Institute of Las Vegas student Theresa Lewis (center) receives the NEWH Fabricut Scholarship Award from Anita Degen, NEWH, and Harvey Nudelman, Fabricut Contract.



David Codoluto, Designtex; Debra Ruben, Drexel University; Andrea Thomas, NEWH; NEWH Sustainable Hospitality Scholarship winner Oriel Poole; and Jeff Lazar, JLF/Ione meadow at Green Day.



Peter Cyrus, Montclair Hotel Investors; Isaac Kubryk, Global Allies; Michelle Finn, HD Group; and CA Anderson, Interstate Hotels & Resorts.

**Viva Las Vegas** In May, nearly 1,000 exhibitors showed their latest products at the 2009 Hospitality Design Exposition & Conference (HD Expo) in Las Vegas. Produced by *Hospitality Design* magazine (*HD*), the annual show featured sold-out networking events, site visits, and numerous conference sessions.



## ■ ■ ■ ■ on the scene chapter and industry events



Brian Thornton, Brian G Thornton Designs; Devon Smith, Devon Smith Design Studio; and Aaron Mischel, Electric Mirror.

Jennifer Termini, Konzept Design Group, and Colleen DeStefano, American Fluorescent.

Holly Kappes, Design Continuum; Bill North, American Fluorescent; Brenda Wulff, Choice Hotels; Leslie Wigon, Infinity Photography, and Pauline Kerns.

**Match Maker** Boutique Media Group's Hospitality Match was held at the Lansdowne Resort in Leesberg, Virginia from June 25-28. Roughly 100 people attended the weekend-long event that brought together high-end suppliers and senior decision makers of pre-qualified hospitality interior design and purchasing firms. During the weekend, attendees participated in a minimum of 20 one-on-one meetings, informative seminars, top-notch venues with excellent F&B, fun activities, and team-building events.



Jodie Johnson and Jenny Harkins, Contract Decor International. Harkins was in visiting from Atlanta.



Tammy Farrall, Wiley Wilson; Debbie Reading, Dunlap Pratners; Whitney Tredwell, Genesys Interiors; Kathy Little, CFI; and Kim Dawson, MDC Wallcoverings.

**Bottoms Up** The Virginia Chapter had Sundowners in April and June at Gibson's Grill and the Westin, respectively, both in Richmond. The June event was the largest turnout the chapter has had yet.



Johnson; Harkins; Farrall; Amy Kramer, AppleREIT; Debbie Hinkle, Debbie Hinkle, Inc.; Cindy Loshkreff, JCF & Associates; Jenny Compton Binsley, Baskervill; Kim Dawson, MDC Wallcoverings; Dorianne Torrice, InterfaceFLOR; Kathy Thomas, kpct, LLC; Blair Chambers DeLoatche, Creative; and Angie McConnell, i am Studio.





Jennifer Casey, Wyndham Vacation Ownership, and Chris Schafer, ISG Installation Service Group.



Jorden Roberts, Niemann Interiors, and Mark Adams, Marriott Vacation Club.



Katherine Adams, the Carroll Adams Group, and Christina Cejka, Valley Forge Fabrics.



Ellen Maichel; Trisha Poole, Design Poole; Rosemary DiModica, Mirror Image; and Megan Weber.



Russell Glotfelty, Carrie Lewis, Tara LaManna, and Chris Jones, HG Art & Framing Consultants.

**Fore!** August 6th marked the annual golf fundraiser of the the Sunshine Chapter of NEWH at Dubsdread golf course in Orlando. The par-71 course, opened in 1923, provided a challenge for participants. Thanks to the sponsors: Ashley Lighting, Inc.; Blue Leaf; the Carroll Adams Group; Contract Hospitality Group Inc.; Dal-Tile Corporation; Designtex; Douglas Industries; Eykon Wallcovering Source; Flexsteel; Frazee Paint; Garrett Leather; the Gary Group; Gay Nell and Associates; Graphic Encounter; HF Collections; HG Art and Framing Consultants; Installation Service Group (ISG); Jim Hurley and Associates; the John Kenney Company; LebaTex Inc.; LoomSource; Pavilion Furniture; Rush Hospitality Samuelson Furniture; Shelby Williams; Southfield Furniture; Troy Lighting; Wendorf Art; and Wolf-Gordon.



Top: Michael Kiggen, CTF Hotels & Resorts, and Pam Niemann, Niemann Interiors. Above: Lisa Marie Potts, HG Art & Framing Consultants, and Lora Spran, Walt Disney.

**Strikes for Scholarship** *Laissez les bon temps roulez.* The Sunshine Chapter let the good times roll at its annual bowling bash in Orlando, on June 16th. A Mardi Gras theme meant plenty of colorful costumes, with prizes for best dressed. The bash benefited the chapter's education and scholarship efforts.

The stylish LV08-04 lounge chair from NLP with a custom black iron scroll back.



# Quality Control

**NLP's Joe Cabrera makes furniture with a designer's eye** By Alia Akkam

In 2006 Joseph Cabrera designed the LV-07 05 Bench, a banquette with inlaid veneer side panels. "I would have loved to call it the Nicole Bench because it was my wife who sat with me and helped draw it out," says the CEO of San Diego-based NLP Furniture Industries, Inc. "It was in a magazine and I sold hundreds; designers loved it." Soon, hotel chains like JW Marriott, Radisson, and Renaissance were snatching up the product.

Even when Cabrera launched NLP back in 1985, concentrating on reupholstering and refinishing, furniture design was always in the back of his mind. He had the chance to pursue this in 1987 when the Hilton Palm Springs tapped him to build furniture for the property; Cabrera created all the casegoods and seating, some of which still remains at the hotel today. "I have always had an eye for great design. I believe that all furniture should not only be stylish but in harmony with each other," he explains. As designers sent NLP ideas for certain furniture styles, Cabrera was constantly asked to use his expertise in making sure scales and proportions were accurately interpreted.

These days Cabrera is most excited about the debut of NLP's new sofabeds, the Premier Sleep Systems. Series I is upscale while Series II is more affordable. The sofabeds, which Cabrera thinks will "truly revolutionize the industry," were created specifically with hotels in mind. Unlike traditional sofa sleepers, these models feature no bars and springs but rather a quilted mattress and frames made from North American hardwoods. The Premier Sleep Systems is specifically engineered to contain a simple, durable pullout system that converts into a bed with no uncomfortable sagging. "This bed just pulls out; there's no lifting required. Housekeepers often hurt their backs attempting to open and close a bed day after day but not with this one," explains Cabrera. Developed in conjunction with Leggett and Platt, orders are already in the pipeline for the beds. NLP also recently collaborated with Karen Struck and Mike Russell of PD&A on a custom-designed Premier Sleeper for the Embassy Suites San Diego, and plans are in the works for a cruise ship version.

With more than 20 years in the industry, Cabrera has seen hospitality design trends change drastically from the late 1980s to today's more streamlined approach. "Furniture as well as hotel design has transitioned from a commercial feel to a more inviting residential one," he says. He has seen the old-skirted look make way for a modern one embracing mixed elements of wood, metal, and fabrics. Of course, most current design plans now incorporate sustainable elements and NLP is devoted to an eco-friendly approach. While not LEED certified, the company is currently 70 percent green; interior frames are made from recycled alderwood and lacquers with lower VOCs are used. By this time next year, Cabrera says he's hoping NLP will be 90 percent emission-free.

As Cabrera and his team busily promote the sofa sleepers, they also have their plates full by broadening their base through senior living and healthcare markets, and developing an inline table collection for guestrooms, suites, and public areas. Each new project NLP tackles, though, features Cabrera's commitment to teamwork and successful design principles. "Designers have come to rely on me to collaborate on their ideas through my own eyes," he says. "That has inspired me in many ways to feel such passion for details in every design." ■ [www.nlpfurniture.com](http://www.nlpfurniture.com)



Photo by Janet Van Arsdale

"I believe that all furniture should not only be stylish but in harmony with each other."

— **Joseph Cabrera**  
CEO  
NLP Furniture Industries





The Premier Sleep Systems sofa bed has no bars or springs for easy opening.



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This page, clockwise from above: The check-in desk at the Langham, Yangtze Boutique, Shanghai; the dramatic skylight over the lobby staircase was restored to its former glamour; and Mado Izakaya restaurant. Opposite page, from left: The hotel's Art Deco façade; the lobby's Palm Court.





# Shanghai Shining

**Duncan Miller Ullmann Design pays homage to a hotel's history**

Photography by Gary Edwards

“Being that this was to be Langham’s first hotel in the city of Shanghai, we were encouraged to really create a jewel in the Pearl City,” explains Kimberley Miller, CEO and principal of Duncan Miller Ullmann Design (Design DMU), of the new Langham, Yangtze Boutique, Shanghai. “They were very sensitive to the historic Art Deco architecture of the building and the history of elegance and grandeur of those past days. They asked to create a ‘grand scheme’ and a truly boutique and personal design experience.”

With that in mind, Miller and Design DMU teams in Dallas and Shanghai created unique experiences for the guest throughout the hotel. The casual Japanese restaurant has an “Izakaya timber box” style. The lobby features clean lined furniture with Deco details, a rich color palette of red, sapphire blue, and black paired against neutral marbles, and columns and walls with Deco bandings. That color palette continues in the guestrooms, where white motif patterns swirl in the chocolate brown carpet, the headboard is covered in red fabric with a Deco pattern, and gold drapery and dark wood provide warmth. And the Chuan Spa is outfitted with timber floors, Chinese slate stone, grass woven wallcoverings, and water features inspired by Wu Xing elements. “It’s Deco chic, Art Deco heritage and a modern Shanghai residence,” says Eric Ullmann, president of Design DMU. “It’s truly an enhanced journey, with its charm of 1930’s Shanghai and the fascination of modern Pearl City.”

A highlight? “The exterior lighting could not be more striking. What a wonderful opportunity to have those great architectural details to create such drama,” Miller says. And inside, Miller points to the dramatic skylight over the lobby’s grand stair as the focal point, which was “painstakingly restored” and served as inspiration for the designers to build a design around. “[We wanted to] create the grand and elegant scheme, be true to the Art Deco architecture and detailing, but not have the guests feel as though they had gone back in time or that the design was old fashioned or dated,” she says. >

# **project** langham shanghai



The Langham, Yangtze Boutique  
Shanghai

Owner Heng Shan Group

Architecture Firm Shanghai Decoration Group

Interior Design Firm Duncan Miller Ullmann Design

Design Project Team Eric D. Ullmann (Shanghai), Kimberley Miller (Dallas), principals; Kara Fletcher (Dallas), design director; Billy Thibault (Shanghai),

Valerie Davis (Dallas) and Hallie Henley (Dallas), concept designers;

Annika Cattaneo and Zhou Feng (Shanghai), project architects;

Sunny Zhang (Shanghai), project designer; Elin Du and Sara Lu (Shanghai), designers; Becky Li, signage designer; and Li Shuang Yan, project manager

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Clockwise from top left: The entrance to Chuan Spa; an Art Deco Junior Suite; and the lobby bar.





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**project** founding farmers

# Farm Fresh

**CORE builds the first LEED certified restaurant in the nation's capital**

By Alia Akkam

Photography by Brent Moss Photography





This page: Banquette dining at Founding Farmers, made to resemble silos. Opposite page: "Wagon wheels" cover the ceiling.

By 2012, all new buildings constructed in the nation's capital are expected to be green. Getting a jumpstart on this progressive eco-friendly approach to design is Founding Farmers, a restaurant devoted to farm-fresh cooking, which opened last year on Pennsylvania Avenue, a stone's throw from the Obama family digs.

The LEED Gold certified restaurant's design mirrors its cuisine, channeling an American farmhouse. "It's an agriculture-based restaurant so it was only logical for the space to speak to this concept," explains Peter Hapstak, principal of local firm CORE architecture + design who led the project. "We're in an age and time where we don't have to jump through special hoops to implement sustainable design; we're all responsible for creating a green environment." Adds George Scammell, another CORE principal: "CORE is proud to be a part of the Founding Farmers team. Not only did Founding Farmers receive LEED Gold certification, it is the first LEED certified restaurant in Washington, DC. CORE earned this year's Hospitality Design/ASID Earth Minded Award for Founding Farmers, receiving it at *Hospitality Design* magazine's Green Day."

Founding Farmers was built quickly, in just a year, and it was not without its challenges. With a mezzanine level and irregular shape, Hapstak says that instead of relying on dumbwaiters, they used stairwells and put an emphasis on physical moving, pushing the majority of the tables to create a clear, linear path into the kitchen.

Underscoring the restaurant's connection to foods made with ingredients straight from small family farmers, backlit jars of pickled vegetables set the tone upon entry, before guests sit down to meals at handcrafted farm tables. More than 15 percent of construction materials were reclaimed: paperstone countertops are made from 50 percent post-consumer recycled paper; an acrylic screen from 3form is from post-industrial recycled resin; and DesignTex's graphic wall-coverings are on Duraprene, composed of 50 percent wood pulp from sustainably managed forests, 40 percent post-industrial waste, and 10 percent recycled consumer waste. In keeping with Hapstak's design mission, flooring was reclaimed from a textile mill outside of Atlanta, wood is from a barn in West Virginia, and furniture is harvested from Pennsylvania forests and manufactured in North Carolina, all within 500 miles of the job site. "The idea was to use as many salvageable materials as possible," Hapstak points out.

Pam Bothwell, the rep for Dunbar, who supplied the furniture for Founding Farmers, says that all of the walnut furniture supports the idea of sustainability, yet at the same time, they are good, quality products that can be used in the restaurant for many years. "CORE put a lot of research into what they wanted to support the restaurant's concept. Obviously, I think the furniture is beautiful," she explains, "but the comfort level is there also, so whether you are just having a cocktail or a full meal, the space feels good." >

# project founding farmers



Above, clockwise from top: Hanging birds do double duty as light fixtures; the restaurant's façade; and an image of cows eating in a trough lines the bathroom wall.

## Founding Farmers

Washington, DC

[www.wearefoundingfarmers.com](http://www.wearefoundingfarmers.com)

**Owner** North Dakota Farmers Union  
**Architecture and Interior Design firm**  
 CORE, Washington, DC

**Architecture and Interior Design**  
 Project Team Peter F. Hapstak,  
 Deborah L. Lerner, Allison C. Cooke,  
 and Christopher Peli

**Restaurant Management Consultant**  
 Dan Simons of VSAG

**Contractor** Forrester Construction

**Purchasing Firm** Fahrenheit, LLC

**Lighting Consultant** MCLA, Inc.  
**Engineering** FACE Associates (MEP)  
 and Tadjer Cohen Edelson  
 Associates (structural)

**Food Service Consultant** Next Step  
 Design

**Graphics** Seth Design Group

**Artwork** Tom Ruttkay

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**Window Boxes** Designed by CORE and  
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**Bird Lights** Perch

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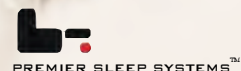
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- **On the Scene:** NEWH Bubble Bash, HD Boutique, & other chapter events
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Kathie Tupper  
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Manager

Shawn Snobelen  
LG Electronics Canada  
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Representative

Morene Reid  
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Consultant

**United Kingdom**  
**General**

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Interior Designer

Susan Connelly  
Camira Fabrics Ltd.  
Corporate / A & D Sales  
Manager

Beverley Petzing  
Dixon Turner Wallcoverings  
Key Accounts Manager -  
Hospitality

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**General**  
Elizabeth Kennis, LEED AP  
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Designer

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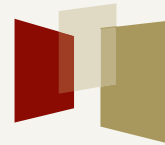
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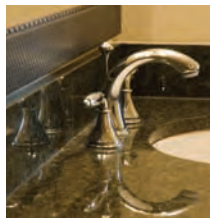
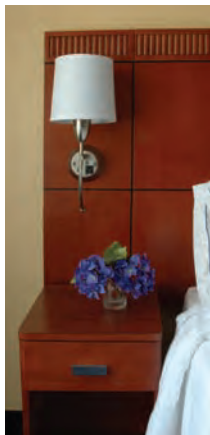
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## SEPTEMBER

1  
**NEWH/Atlanta**  
Board of Directors Meeting

**NEWH/Las Vegas**  
Board of Directors Meeting

**NEWH/Toronto**  
Golf Tournament/Spa Day at  
Hockley Valley Resort

**NEWH/South Florida**  
Board of Directors Meeting

**NEWH/Washington DC**  
Board of Directors Meeting

2  
**NEWH/Washington DC**  
Luncheon at Gepetto's  
Bethesda, Maryland

**NEWH/North Carolina**  
Networking Event

**NEWH/Sunshine**  
Board of Directors Meeting  
and Sundowner

3  
**NEWH/Las Vegas**  
Sundowner

3-4  
CONFEC green  
London  
mcleaneventsinternational.com

7  
**NEWH/Chicago**  
Board of Directors Meeting

8  
**NEWH/San Francisco Bay**  
Tini-Tuesday at Bourbon &  
Branch

9  
**NEWH/Washington DC**  
Luncheon at City Café  
Baltimore, Maryland

10  
**NEWH/Atlanta**  
Sundowner at JCT Kitchen

**NEWH/Virginia**  
Board of Directors Meeting

**NEWH/North Central**  
CEU Presentation

13  
**NEWH**  
Governing Board Meeting  
Miami Beach Convention  
Center

14  
**NEWH/North Central**  
Board of Directors Meeting

**NEWH/Los Angeles**  
Board of Directors Meeting

14-15  
HD Boutique  
Miami Beach Convention  
Center  
www.hdboutique.com

16  
**NEWH/Washington DC**  
Luncheon at Bertucci's  
Washington, DC

**NEWH/Greater New York**  
Networking Luncheon

17  
**NEWH/Atlanta City**  
Fundraiser

**NEWH/Southern Counties**  
Sundowner

**NEWH/Chicago**  
Green Happy Hour at  
Frontera Grill

21  
**NEWH/San Francisco Bay**  
Board of Directors Meeting

22  
**NEWH/Las Vegas**  
Sustainable Event

23  
**NEWH/Washington DC**  
Luncheon at Ted's  
Arlington, Virginia

23-25  
Design Firm Leadership  
Conference 2009  
www.di.net

23-26  
IINDEX/NeoCon Canada  
Toronto  
iindexneocon.com

24  
**NEWH/Toronto**  
CEU Presentation

23-26  
SPATEC Fall  
Las Vegas  
mcleaneventsinternational.com

25  
Best of Canada Design  
Awards  
Toronto  
iindexneocon.com

27-30  
Decorex 09  
London / Decorex.com

29  
**NEWH/Dallas**  
CEU Event

**NEWH/Los Angeles**  
Hotel Tour at SLS Hotel

**NEWH/United Kingdom**  
Board of Directors Meeting

30  
**NEWH/Washington DC**  
Scholarship Award Event

30-Oct 2  
DesignChicago  
Merchandise Mart  
www.merchandisemartde-  
signcenter.com

Leadership Summit on  
Sustainable Design  
www.di.net

Healthcare Facilities  
Symposium & Expo  
Chicago  
hcarefacilities.com

30-Oct 3  
HOTEC Europe  
Cyprus  
mcleaneventsinternational.com

## OCTOBER

1  
**NEWH/Sunshine**  
Board of Directors Meeting

**NEWH/Las Vegas**  
Board of Directors Meeting

CFHLA Heat  
Hilton Orlando  
cfhla.org

1-2  
**NEWH/Chicago**  
Bootlegger Bash

5  
**NEWH/Chicago**  
Board of Directors Meeting

6  
**NEWH/Las Vegas**  
Board of Directors Meeting

**NEWH/Washington DC**  
Board of Directors Meeting

7  
**NEWH/Washington DC**  
Luncheon at Gepetto's  
Bethesda, Maryland

**NEWH/Sunshine**  
Sundowner

**NEWH/North Carolina**  
Networking Event

8  
**NEWH** Regional Tradeshow  
Los Angeles

10  
**NEWH/South Florida**  
Board of Directors Meeting

12  
**NEWH/North Central**  
Board of Directors Meeting

**NEWH/Los Angeles**  
Board of Directors Meeting

13  
**NEWH/Atlanta**  
Board of Directors Meeting

13  
**NEWH/San Francisco Bay**  
CEU Presentation

13-15  
Applied Brilliance  
appliedbrilliance.com

14  
**NEWH/Atlanta**  
Golf Tournament

**NEWH/Washington DC**  
Luncheon at City Café  
Baltimore, Maryland

14-15  
Explore Design '09  
Toronto  
exploredesign.ca

14-17  
HOTEC Asia  
Singapore  
hotecasia.com

15  
**NEWH/North Central**  
Stadium Tour

17  
**NEWH/Dallas**  
Lone Star BBQ

17-22  
High Point Market  
highpointmarket.org

18-20  
BITAC Purchasing & Design  
West 2009  
Coronado, California  
bitac.net

19  
**NEWH/Virginia**  
Don Gabor Event

20  
**NEWH/Las Vegas**  
Wine Event

21  
**NEWH/Washington DC**  
Luncheon at Bertucci's  
Washington, DC

**NEWH/Greater New York**  
Networking Luncheon

22  
**NEWH/Atlantic City**  
Meet and Greet at the Inlet

**NEWH/Southern Counties**  
Sundowner

26-27  
Russia & CIS Hotel  
Investment Conference  
russia-cisconference.com

27  
**NEWH/United Kingdom**  
Board of Directors Meeting

28  
**NEWH/Washington DC**  
Luncheon at Ted's  
Arlington, Virginia

29  
**NEWH/South Florida**  
Annual Halloween Masque

## NOVEMBER

2  
**NEWH/Chicago**  
Board of Directors Meeting

3  
**NEWH/Las Vegas**  
Board of Directors Meeting

**NEWH/Washington DC**  
Board of Directors Meeting

4  
**NEWH/Washington DC**  
Luncheon at Gepetto's  
Bethesda, Maryland

**NEWH/Sunshine**  
Board of Directors Meeting  
and Sundowner

**NEWH/Las Vegas**  
Sundowner

**NEWH/North Carolina**  
Networking Event

4-6  
ARDA Fall Conference  
arda.org

7  
**NEWH/Chicago**  
Strategic Planning Session

**NEWH/Sunshine**  
Scholarship Gala

**NEWH/Las Vegas**  
HOSPY 2009

7-10  
IH/M&R Show  
New York, NY  
ihmrs.com

8  
**NEWH/Greater New York**  
Sitting Pretty in the City





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**Ulster** is a family owned company with more than 70 years of dedication to quality, service, and the pursuit of excellence. Ulster's advanced PSYLO weaving technology has made the jacquard obsolete and offers a wide range of benefits to customers including unparalleled use of color, design scale, consistency of product quality, and also offers reduced lead times. Designs with up to 25 colors are possible allowing for depth and texture in a one-dimensional surface.

The company's state-of-the-art manufacturing facilities are all based in the UK, operating under environmental policies accredited by ISO 14001. The company has attained the Carbon Trust Standard for achievements in reducing its carbon footprint. A reduction of 44 percent has been achieved since 2001. The company's products carry the Green Label Plus.

"Ulster remains a family owned company with family ideals and ethics and is very much committed to reinvestment in the business," explains John Louw, president of Ulster Carpets. "It is for this reason that we have had such tremendous success in developing new technology that is far ahead of anything that is commercially available. 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."

Milliken Carpet  
HOSPITALITY

**Milliken Hospitality** manufactures broadloom and modular carpet for all segments of the hospitality market. In 2008, the company set up a design council, comprised of 15 hospitality industry specialists from all over North America, to give feedback on product development, design trends, and new design tools to make custom carpet design easier. Milliken Hospitality has been focused on developing an exclusive selection of design tools, introducing several design collections as well as launching a variety of new product technologies in order to help designers quickly create custom carpet.

The first breakthrough was the award-winning étage technology. Using étage, designers can combine different layers of pattern, add and subtract layers, and create vastly different looks out of the same core pattern. The étage program has been further enhanced with the addition of the étage website. The next addition to the 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 collections, Kenai, Del Lago, and Verde, which were recently launched at the 2009 Hospitality Design Exposition & Conference are a combination of these technologies.

The latest news from Milliken Hospitality is that customers will not only be able to select from a variety of new bases using Millitron™ Digital Dye Injection, but will now experience an expanded choice of products for public spaces and guestrooms. Introductions include CYP for public spaces as well as solution dyed tufted products and modular carpet tile for guestrooms.

"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."

hospitalitydesign

**Hospitality Design (HD) magazine** is the leading hospitality industry magazine connecting interior designers, architects, purchasers, 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, awards, and other products including the Hospitality Design Boutique Exhibition & Conference (HD Boutique); the Hospitality Design Exposition & Conference (HD Expo); Hospitality Design Awards (HD Awards); Platinum Circle; and CitySCENE.

HD has recently launched HD Talks, a series of interviews with editor in chief, Michael Adams and industry leaders, which can be viewed on hdmag.com. "We are increasingly attracting more visitors to our site and have stepped up our efforts to provide relevant content and launch new products that support this demand," explains Michelle Finn, vice president of the Hospitality Design (HD) Group.

"We have a long standing relationship with NEWH and have benefited greatly from our partner-

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ship 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.”

**Fabricut Contract** is the premier textile company for the hospitality industry; providing solutions to everyday specifications with rich colors, bold styles, eco-friendly fabrics, and leading innovations for draperies, bed coverings, and upholstery.

The launch of Fabricut Contract’s FR-One brand set a standard in the hospitality industry. FR-One fabrics pass and exceed all fire-retardant safety codes worldwide. All FR-One fabrics are certified by the Oeko-Tex Standard 100, which guarantees that these fabrics are free of carcinogenic and allergenic dyestuffs creating a skin-friendly pH. Continuing as an industry innovator, Fabricut Contract has developed attractive, sustainable fabrics through its Environment Plus initiative. From fabrics to finished products including bedspreads, coverlets, comforters, duvets, bed skirts, draperies, and top treatments, Fabricut Contract is a one-stop resource for every project. And for projects that require customization, Fabricut Contract’s fabric designers and colorists can create special patterns, designs, colors, and weaves.

“[We] recognized the shift in business and education to the internet and developed our site to better assist the hospitality design community,” says Harvey Nudelman, president of Fabricut Contract. “We will continue to enhance our website and provide tools to support designers in this fast-paced industry.” Future enhancements to [fabricutcontract.com](http://fabricutcontract.com) include an expansive product search engine, complete with tools to check stock, request memos, and place orders; and a design center with interactive design boards to organize projects and share with clients.

“NEWH has continued to expand their indicatives and become an even greater leader in the industry,” adds Nudelman. “While my personal interest leans towards scholarship, I applaud the other issues they champion.”



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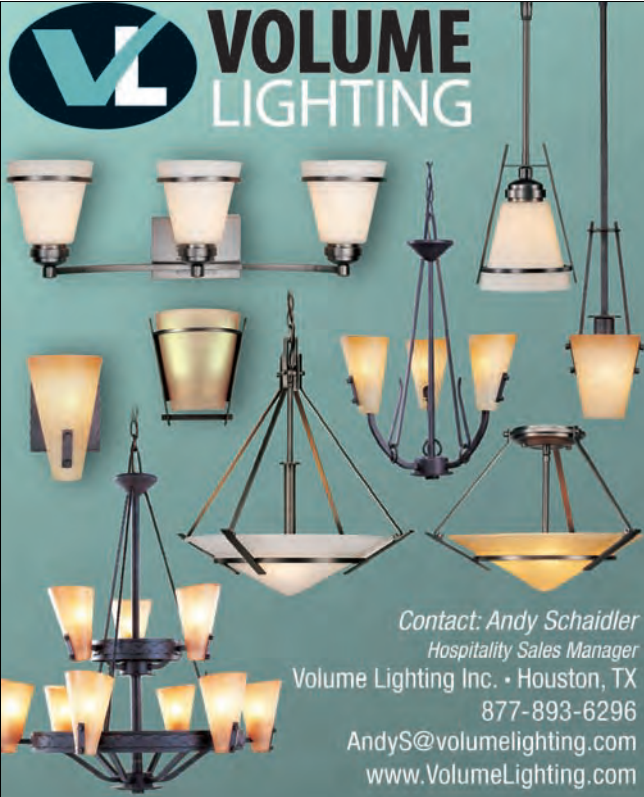
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[www.VolumeLighting.com](http://www.VolumeLighting.com)

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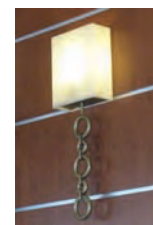
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