

BOUTIQUE design

HOSPITALITY REINVENTED

GAME CHANGERS

Clients and Designers to Watch

DAVID SUSSMAN
KIMPTON HOTEL &
RESTAURANT GROUP

JANUARY + FEBRUARY | 2013



3 The Hyatt French Quarter, New Orleans, is one of Watermark Capital Partners' Michael Medzigian's (inset) latest additions to its portfolio.

4 **The Lord Balfour, South Beach**, is one of eight projects that Trust Hospitality's Patrick Goddard (inset) has on the boards.



be selected for the work," he says. "The firms that we work with must, at minimum, be able to translate our investment thesis into a finished product."

To get ahead of the curve, Medzigian likes studios that collaborate with his team regarding insights as to the market, the potential positioning of the property vis-a-vis its competitors and targeted customer markets' expectations. "Those are the firms

that bring real value-added attributes," he adds.

To impress Gordon McKinnon, executive vice president and chief branding officer at Carlson Rezidor Hotel Group, designers should do not only homework but due diligence. "Before making a presentation to us, the design firm should have walked the streets in the local market, researched our target customer and the changes in our design direction, and informed itself about our goals for that project," says McKinnon, who's currently overseeing a 5,900 global pipeline.

"In some properties, we might want a big social lobby. In others, the focus may be on larger guest rooms. It's market by market, play by play." With operators pressured to get product to market as quickly as possible to maximize profits, he prioritizes teams that can talk operational shorthand and keep pace with Carlson Rezidor's fast-track processes.

Details can make or break presentations. Sussman was intrigued by the way G+Design's Gulla Jonsdottir integrated organic shapes into the ceilings and light fixtures of her concept for Kimpton's Hotel La Jolla in California. Sussman says one reason TAL Studio's Todd-Avery Lenahan got the commission for the Hotel Monaco Philadelphia was his "distinctive furniture pieces," such as a one-of-a-kind desk with a top supported by column capitals. Designer Gino Castano's custom wall covering show-



21 HB
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The 8-ft.-by-6-ft. custom Trillium chandelier, designed by Hirsch Bedner Associates, features clear, crystal-beaded leaf panels suspended from a polished-nickel canopy with low-voltage, recessed downlights.



22 MTS SEATING
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The asymmetrical Catalyst line of flex-back banquet stacking chairs come in multiple designs and can be customized with multi-color upholstery treatments in various shapes. ●



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