



**FOR: HOSPITALITY DESIGN GROUP**  
1145 Sanctuary Parkway, Suite 355  
Alpharetta, GA 30004  
(770) 291-5437  
[www.hdexpo.com](http://www.hdexpo.com)

**CONTACT: WAGSTAFF WORLDWIDE, INC.**  
Jim Lee / Chip Bouchard  
(312) 943-6900  
[jjim@wagstaffworldwide.com](mailto:jjim@wagstaffworldwide.com) / [chip@wagstaffworldwide.com](mailto:chip@wagstaffworldwide.com)

### **HD EXPO 2009 DELIVERS COMPELLING NEW DESIGN DIRECTION AND IDEAS TO NATIONAL AND INTERNATIONAL AUDIENCES**

ATLANTA, GA (June 17, 2009) – For national and international designers, owners, operators, developers and key decision makers in the hospitality industry, there was no better place to stay connected than during the **2009 Hospitality Design Exposition & Conference (HD Expo)** in Las Vegas last month. At a time of economic uncertainty, more than 10,000 of the industry’s top professionals came together for a meaningful exchange on the future of hospitality design. Held at the Sands Expo and Convention Center from **May 14-16, 2009**, HD Expo 2009 previewed the latest hospitality products on over 300,000 square feet of floor space while offering invaluable networking opportunities and information-packed, idea-generating educational sessions that covered all facets of design and innovation.

“Whether they were principals or key purchasing agents, HD Expo 2009 was about spending quality time with quality people,” said **Desiree Worsley**, vice president of marketing, **Shaw Hospitality Group**. “For instance, we were thrilled to have *Queer Eye for the Straight Guy* star **Thom Filicia** join us at HD Expo 2009 to highlight the release of our new *Eco Evolution Q* line, Shaw Hospitality’s newest environmental offering and the industry’s first sustainable, reclaimable pattern that is totally recyclable and will never go to a landfill.”

Featuring products in all design areas, including textiles, fabrics, furniture, lighting, flooring, bath fixtures, technology, case goods and electronics, HD Expo 2009 was the industry’s most exciting resource for trend-spotting and design leadership. **Durkan, Leucos USA, OCL Architectural Lighting, Owen Adam and A19 Lighting** were among the leading manufacturers recognized for their “**Best Booths**” during the exposition and conference.

During the **13<sup>th</sup> Annual IIDA/HD Product Design Competition**, presented by the **International Interior Design Association (IIDA)** and *Hospitality Design* magazine judges Viveca Bissonette, IIDA, LEED AP, Carrier Johnson; Belinda Bennett, IIDA, the Bennett Design Group; Steven McCollom, IIDA, AIA Gary Lee Partners; and Rick Marencic, IIDA, Daroff Design Inc. searched the floor to uncover this year’s top designs. With no shortage of exciting new products to choose from, the judges presented awards in the following categories: upholstery winner: **Brentano, Inc.**; carpet winner: **Shaw Hospitality Group**; group lighting winner: **Vibia**; individual seating winner: **JANUS et Cie**; lounge seating winner: **Exporium S.A.**; outdoor seating winner: **Exporium S.A.**; hardware winner: **Quick Drain USA**; seating

group or series winner: **Santa & Cole**; outdoor seating winner: **Gloster Furniture**; and individual lighting winner: **Boyd Lighting**.

**Diane Whitmer**, brand manager for **Pfister** said, “The energy and engagement is what really sets the show apart this year. HD Expo 2009 provided us with a great opportunity to target the right decision makers in the right way. The show offered a platform to release the new *Pfister Custom Faucet Solutions* line, which puts the consumer in the driver seat with the chance to design their very own faucet solution. Here we are able to differentiate our products. And this is ultimately why HD Expo is our focus for the year.”

During the exposition and conference, *Hospitality Design* magazine also honored four of the industry’s most significant leaders at the **2009 Platinum Circle Awards**. Established in 1987, the Platinum Circle is a career accolade honoring achievement within the hospitality design industry. This year’s honorees included: **Brad Friedmutter, Friedmutter Group; James Looney, Looney & Associates;** and **Pierre Yves-Rochon, PYR Design**. Vegas titan **Steve Wynn, Wynn Resorts, Limited**, won the prestigious **Manfred Steinfeld Humanitarian Award**.

The show also offered an invaluable resource for first-time exhibitors to connect with peers in the industry. **Mark Pohlkamp**, president, **LIT**, mentioned, “As a first-time exhibitor, we were particularly interested in showcasing the launch of our new *LIT system with AmbX*, which provides hotel suites of the future with ambient mood lighting that changes according to what is displayed on television.”

Beyond the show floor, 25 information-packed, idea-generating educational sessions offered salient tips on navigating the future of design as well as retooling and reinventing processes in a downward economy. In particular, *Hospitality Design* magazine and the International Society of Hospitality Purchasers hosted the seventh annual **Town Hall Owners’ Roundtable** with 17 executives representing major hospitality companies. Moderator **Alan Benjamin**, president, **Benjamin West**, and co-founding president, **ISHP**, hosted an interactive face-to-face session with top design, real estate, acquisitions, and development executives.

Co-located with HD Expo, *Hospitality Design* magazine also held its 3rd **Green Day** conference on **May 13, 2009** from 10 a.m. to 5 p.m. HD Green Day has become the industry’s leading event focused on education, idea exchange and marketplace trends related to sustainable design and operations. During the luncheon keynote address, **MGM MIRAGE Design Group** president **William “Bill” Smith** joined **Cindy Ortega**, senior vice president, Energy and Environmental Services, **MGM MIRAGE**, to discuss their “Lessons Learned” about the development of the Las Vegas CityCenter project.

Green Day featured a dynamic mix of educational sessions that touched on environmental issues at play in the hospitality industry today. Puntacana Resort & Club Environmental Director **Jake Kheel** shared his insights into getting corporate buy-in for sustainable initiatives, and *Hospitality Design* magazine managing editor, **Tara Mastrelli** spoke with **Brigitta Witt**, vice president, Environmental Affairs, Hyatt Hotels & Resorts; **Christopher Jones**, senior vice president of development and construction, NYLO; and **Brian McGuinness**, senior vice president, element hotels, about different approaches, advantages, and challenges to green design and operations when dealing with multiple properties under one brand.

Green Day also hosted the 2009 **HD/ASID sponsored Earth-Minded Awards (EMA)**, which were sponsored by the **American Society of Interior Designers (ASID)** and *Hospitality Design* magazine. The awards recognize exceptional sustainable design in hospitality projects and products. **Ecolite Double-Sided Wall System** from **Ecolite Concrete USA** was named the **Product Winner** with honorable mentions accorded to **Broadway** and **Transit Chairs** from artist **Boris Bally, Teak Doors and Panels** from **Island Living**, and the **Forest chair** by **JANUS et Cie**, Industry Partner of ASID. The

**Founding Farmers Restaurant** was named the **Project Winner** with the honorable mention going to **Guestrooms at Miraval Resort and Spa**. The judges included **Kirsten Childs**, ASID from Croxton Collaborative; **Michael Suomi** from Stonehill Taylor Architects and **Clodaugh** from Clodaugh Design.

Finally, with a nod to the future of green design, **NEWH Sustainable Hospitality—The Hospitality Industry Network** presented the NEWH Sustainable Hospitality Student Design Competition award winner, which includes a cash scholarship, courtesy of JLF/lone meadow and Designtex, to Oriel Poole and Drexel University.

The **2009 Hospitality Design Exposition & Conference (HD Expo)** was presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Business Media which will also be hosting the **Hospitality Design Boutique Exposition & Conference (HD Boutique)** in Miami Beach on September 14-15, 2009 ([www.hdboutique.com](http://www.hdboutique.com)). The event is held in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc.—The Hospitality Industry Network.

**Nielsen Business Media**, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face. With 40 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

**The Building Design Group**, part of Nielsen Business Media, includes leading publications, events and digital offerings in the residential and commercial property design industry including DDI, GlobalShop, Commercial Property News, Contract, Hospitality Design, Hospitality Design Expo and Hospitality Design Boutique, Kitchen & Bath Business, Kitchen and Bath Industry Show, Multi-Housing News and Multi-Housing World. The group also produces publications and events in the decorated apparel and home healthcare industries including Impressions, The Imprinted Sportswear Shows and Medtrade. Additionally, three Marine Military Expositions are produced that are focused on the US Marine Corps. Nielsen Business Media is a division of The Nielsen Company.

**XXX**

**FOR MORE INFORMATION OR TO ATTEND, PLEASE CONTACT  
WAGSTAFF WORLDWIDE, INC., (312) 943-6900**