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MARCH 2009

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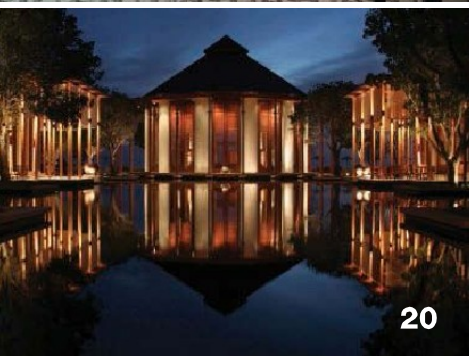


CIRCLE NO. 110

KETTAL

Hotel Design

TRENDS, FASHION & INSPIRATION



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The Equinox, a Luxury Collection Golf Resort & Spa

PHOTOGRAPHY: PETER RYMWID

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CIRCLE NO. 103

The shows go on

I can't be the only one so over that tired phrase "Tough Economic Times." Admittedly, I've been guilty of abusing it. But TET these are, and I haven't spoken with a designer or vendor who hasn't been affected by the worldwide crisis. From the single-person shops to the large international firms, all are scrambling to hold on to existing business and secure new revenue sources. A determined attitude and dedicated work ethic are critical survival tools.

"It's really a tough time for all of us," says Lemor Moses, director of public relations for Hirsch Bedner Associates. "Most of our domestic work and casino projects have come to a standstill. Luckily, we are a truly international company, which enables us to persist. China is still strong, as is India and Southeast Asia. We still have over 150 projects in our books, but who knows how the next year will play out? We're staying optimistic and trying to diversify our project mix."

Recession be damned, the shows go on. ALIS, HotelWorld, HD Expo, KBIS and NeoCon all tout in their marketing pitches the necessity to network and sell. I have a feeling this year's show circuit will be one big nurture-fest. I look forward to the positive reinforcement and face-to-face contact with old friends and new prospects.



Patricia Sheehan
Editor in Chief
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Facebook, LinkedIn, GoToMeeting and webinars are great tools for keeping tabs on associates and clients, but nothing beats old-fashioned pressing the flesh (or, in our industry, air kisses). Sure, slashing travel expenses is the new norm: shortening hotel stays, substituting a quick-service food joint for the upscale bistro, trading the \$12 martini for a three-buck Bud. But business is forged on personal contact; so if you can swing it, go. I look forward to the camaraderie and socializing that goes hand-in-hand with these events. And I know we could all use a few laughs (even if they are of a gallows-humor nature).

It's encouraging to hear reports of those who continue to stay busy and profitable. In this issue, we feature two renowned designers with differing viewpoints but similar passions for design—Geoffrey Bradfield and Thom Filicia. South African-born Bradfield brings an international, refined and contemporary aesthetic to his mostly high-end projects that encompass private residences, jets and yachts. With *The Equinox* (page 10) he gives a Colonial-era dowager a youthful, yet elegant refresh.

Thom Filicia, of "Queer Eye for the Straight Guy" television fame, imbues his growing portfolio of hotel work (namely Starwood's W brand) with a decidedly hip, breezy and playful vibe. Check out the results of his latest project, the W Atlanta-Buckhead, on page 26.



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Hotel Design mission statement

Hotel Design celebrates the design excellence of hotels, resorts, lodges and destination spas. Vivid photography, creative layouts and descriptive writing help present to the reader a broad focus on the new styles and fashion trends emerging in furniture, fixtures and the lodging spaces that provide a foundation for creativity. Hotel Design aims to be the source of inspiration for the individuals who help make it happen.

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Visual Panache



Mary Malloy

Publisher
mmalloy@questex.com

Thus far, the highlight of my year has been my trip to Las Vegas to visit Encore, the newest hotel in the Wynn Resorts collection.

Meeting what I call "The Dream Team" was such a coup for me. I had a chance to sit in on the designers' panel and Q&A. The Encore design team is comprised of: Roger Thomas, EVP of design; Jerry Beale, SVP of design; DeRuyter O. Butler and Todd-Avery Lenahan, room & spa design; and Michael Hong, architecture/exterior design. Landscaping was designed by Don Brinkerhoff, CEO of Lifescapes International, and his team.

It was obvious that each design team member really felt the project flowed well. It involved heavy communication and a strong understanding and respect for each other. Thomas emphasized the fact that the team was very

well-orchestrated: "Elasticity and reaction time were key on the project. The project involved 'design gymnastics.'"

A great amount of emotion was involved in this project as well. As Lenahan states: "It is a labor of love. It is really art in its truest sense. Artistic gestures lift spirits. It is from the passion and the enthusiasm of the design team."

That is one word that resonated among all designers when discussing the project—"love."

Beale says working with Steve and Elaine Wynn was easy. "The Wynns believe designers are involved from tabletop to sound system."

The Wynns had a vision, and every brush stroke was considered by Steve Wynn. He has broad and open expectations, which are clearly defined and communicated to the team. I was surprised to learn that Elaine Wynn was involved in many decisions, including her design of the uniforms.

When I asked Lenahan what it is like to work with Steve Wynn, he replied, "He's the best editor of design that I've ever worked with."

From the moment I stepped into the property, it was obvious the hotel was first class through and through. It also was evident that this property was designed for the well-healed, well-traveled guest.

One of the things that surprised me most about this property was that there wasn't, what I call, an "artificial casino scent." It



RUSSELL WATSON/LEIS



BARBARA KRAFT

DESIGN TEAM The Encore design staff posed with Hotel Design publisher Mary Malloy during a visit to the property. Top, from left, Michael Hong, principal, Michael Hong Architects; DeRuyter O. Butler, EVP of architecture, Encore; Jerry Beale, SVP of design, Encore; Roger Thomas, EVP of design, Encore; Todd-Avery Lenahan, room & spa design, Principal & CEO, ABA design firm.

was also shocking to see sunshine pouring into the casino, provided by the floor-to-ceiling windows around its perimeter. I mean, have you ever been to a casino where one of the themes is "bringing the outdoors in?" I enjoyed my tour with the horticulturist, Jim Gibbons and with the floral design director, Paige Dixon. The hours of labor involved and the unique trees and flowers shipped in

weekly for this property is mind-blowing.

If you are looking for inspiration, whether you are a designer or a hotel owner or developer, I *strongly* suggest you visit this property soon. You will be inspired, in awe and truly pleased with yourself for making the trip.

Please visit our website at HotelWorldNetwork.com for more photos of the property.

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Past perfected

Renowned designer Geoffrey Bradfield collaborates with Baskerville to update a Colonial classic

PHOTO CREDIT / PETER RYMWID

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CIRCLE NO. 115



GREAT EXPECTATIONS (PREVIOUS PAGE)

The Great Room of The Equinox is the welcoming hub of the property, with comfortable seating and decorative accents inspired by the work of 20th-century artist Diego Giacometti.



REFERENCE POINT Large format black and white photos of The Equinox from days past are featured throughout the property.

Designers are cautioned to “expect the unexpected” when approaching a renovation. That admonition is especially relevant for The Equinox, a Luxury Collection Golf Resort & Spa. Dating back to the 18th century, the Manchester Village, Vt., landmark has weathered 17 major architectural changes in six distinct styles over the past

two centuries.

Current owner HEI Hotels & Resorts also acquired the 1811 House, an historic bed and breakfast located across from the main hotel building overlooking the Golf Club at The Equinox. The 13-room former home of Abraham Lincoln’s granddaughter features Federal period styling and original artwork.

Under the guidance of HEI,

renowned designer Geoffrey Bradfield was commissioned to lead the \$20-million-dollar refurbishment of the guestrooms and public spaces.

“HEI was very specific that it didn’t want a period renovation but a very contemporary, youthful point of view,” Bradfield says. “Having said that, they wanted me to retain the dignity of the hotel and its famous past.”

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historic renovation

Bradfield's passion is contemporary art. A favorite artist of his is 20th-century Swiss sculptor, Diego Giacometti, most remembered for his furnishings and fixtures work. The artist's influence is observed in specially commissioned pieces installed throughout the common areas of The Equinox, including consoles, large hand-woven area rugs and ceiling lamps. The works depict a menagerie of creatures—frogs, deer, turtles and birds—linking the domestic objects to the resort's surrounding natural features.

Bradfield's first order of business was to reconfigure the layout of the public spaces, and convert an unused suite into the cozy Falcon Bar. Working with Baskerville, the architecture, engineering and interior design firm, Bradfield specified for the guestrooms a muted color palette of slate blue, dark brown and beige, accented with custom-made hand-carved wardrobes. Each room features a large black and white photograph of The Equinox as it looked in the early 1900s.

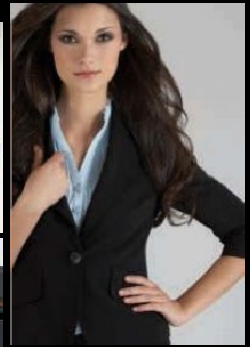
A major challenge for the design team was working with uneven corridor spaces and varying guestroom configurations. Bradfield addressed the corridor conundrum by designing free-form, borderless carpet. He took a flexible approach in tackling the mismatched guestrooms with their varying ceiling heights and sloping floors.

"The Equinox is such a dowager, but a much loved dowager," Bradfield says.



CLASSIC UPDATES (clockwise, from above): The Great Room, a guest bathroom, fireside dining, and the Falcon Bar. Oriental rugs, antiques and original artwork are at home with such modern necessities as flat-screen TVs, stereos and wireless, high-speed Internet.





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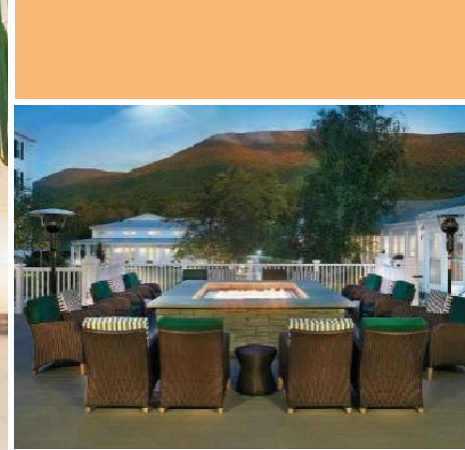
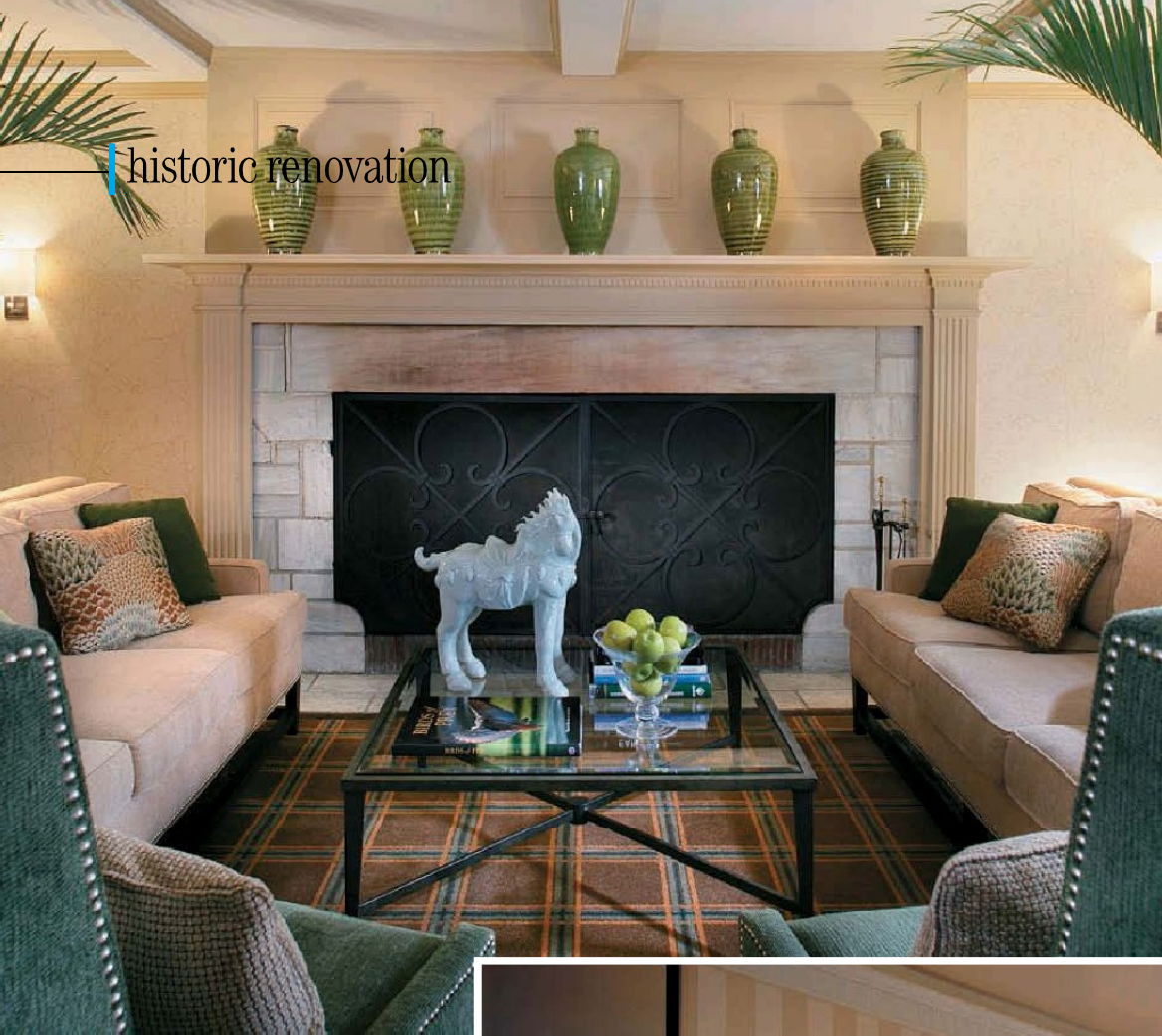
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historic renovation



CONTEMPORARY REFINEMENT

(clockwise, from above): The library, the outdoor firepit area, a guest suite, a guestroom. Bradfield designed the patterned carpet.

PROJECT SPECS

Project: The Equinox, a Luxury Collection Golf Resort & Spa, Manchester Village, Vt.

Project cost: \$20 million

Timeline: January 2008-July 2008

Interior design: Geoffrey Bradfield
www.geoffreybradfield.com

Owner: HEI Hotels & Resorts

Architect of record: Baskervill
Carole Hochheiser Ross,
principal; Bradley V. Richards,
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CIRCLE NO. 116

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Diana Schrage

Senior Interior Designer
Kohler Design Center

It's well-known that many design trends start in the hospitality industry, as consumers continuously desire to "bring back" a piece of their memorable vacation to their homes.

Creating an environment in hotels that resembles the home is nothing new, but it's more complicated for hoteliers than in the past.

The Internet, in all its ubiquitous glory, has not only brought the average traveler to the world; it's brought the world to the traveler.

People are now exposed to all sorts of products and services they never knew existed and now are demanding these extraordinary items in their hotel rooms.

And why not? Extended hotel stays are the perfect opportunities for guests to really test-drive a unique product or service and determine its suitability for their home.

Guests today expect newer designs, improved product performance and a variety of materials and textures. And these improved products and services must be intuitive while adding a level of gracious living for the user.

The bathing space has become a respite area for guests, rather than just a place for basic grooming needs. Having two lavatories

with ample counter space is now commonplace, as are added faucet and fixture upgrades such as vessel-type lavatories and faucets with unique water delivery.

The showering area in many luxury hotels is much larger, or it is completely separate from the bath. Water tiles that surround the user, complete with sound, steam and chromatherapy lighting, provide a custom experience for guests.

Storage for everyday grooming

products such as hair dryers, toiletries and make-up products are abundant, and more importantly, conveniently stored out of sight. Newer models of mirrored cabinets are equipped with electrical outlets and built-in cold storage.

While the expectations of guests continue to progress, a keen sense of environmental impact has taken shape. Toilets that flush with less water, tables made from recycled content and low-VOC paint used in rooms also are

important factors to guests.

It's important for hoteliers to note that while guests are increasingly aware of environment-friendly products, they will not sacrifice performance. Products that are better for the environment can and should be a worthwhile experience as well.

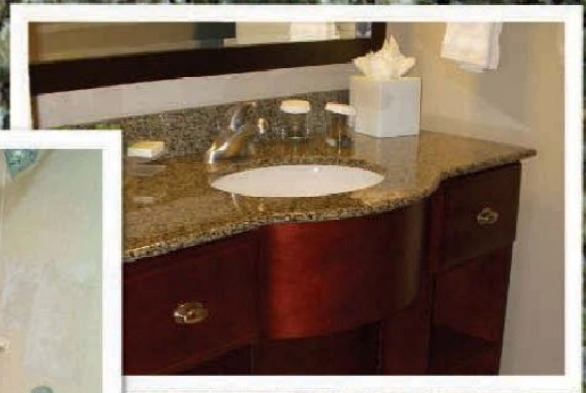
Diana Schrage is senior interior designer at Kohler Design Center. Visit www.kohler.com for more information.

TAKE-HOME COMFORTS Guests take away ideas from modern bath designs such as concealed storage and upscale fixtures.



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CIRCLE NO. 107

BY CHRIS CROWELL

These days, it's hard to escape talk about budgets and recessionary spending when it comes to hotel design. Lighting, however, is one area where you can make upgrades while still lowering the overall budget.

Steve Pay, principal with Finnegan Erickson & Associates Consulting Engineers, says day lighting controls are a must in just about any room of a hotel. Automatic dimmers serve the dual purpose of setting different moods throughout the day and providing energy efficiency.



Jerry Szwed

Clients may need educated on specific lighting options so the bigger upfront cost doesn't deter them from the long-range benefits. There is a sliding scale of energy-efficient lighting, says

Karen Lee, head of marketing applications for Osram Sylvania. If guests complain about the light of a fluorescent bulb, instead of switching to incandescent—the least energy-efficient option—a halogen bulb may be the better choice.

“Take it the next step further to add controls,” Lee says. “A dimmed halogen can be just as energy efficient as a compact fluorescent. It's the right light for the right application. If you flood a room with fluorescent light and over-light it, you're back where you were [in terms of energy] with incandescent lights.”

Certain energy-efficient options may not work in certain situations. For example, occupancy sensors can be a nuisance in the guestroom but useful in the bathroom, where a guest is more likely to move around, Lee says.

Guestroom lighting should be broken into several zones, giving the guest lighting flexibility. Jerry Szwed, principal of RTKL Associates says to “put yourself in the guest's position and recognize what they'd like to see. In Asia, the rule of thumb for guestroom lighting is functionality, reliability and controllability.”

Szwed says to be sure any office or desk area in the room has its own personal light and that its arrangement allows for the proper amount of light and avoids leaving a glare on the computer screen. For the overall management of room light, Szwed recommends putting a master control at the bedside for best access.

LED lights are great for energy efficiency, longevity and creative design, says Lee, but they aren't at the point where you could light a room. However, she says a white LED may be a creative, energy-efficient option for hallway lighting.

Four Seasons Hotel Macau, Cotai Strip, China

Hirsch Bedner Associates blended Portuguese and Chinese influences to infuse the traditional Macanese culture in the Four Seasons Hotel Macau, Cotai Strip in southern China. Much of the influence is derived from the ornate colonial architecture that makes Macau distinct. Using a residential approach in the design, HBA seamlessly blends the interiors with the building's architecture. Six oversized, Portuguese-inspired lanterns, custom-made in China, are 1.8 meters in height and convey original craftsmanship and artistry through their texture and details.



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CIRCLE NO. 109

TRENDLINES lighting

Amanyara, Turks and Caicos, British West Indies

This award-winning luxury boutique property is essentially a collection of open pavilions, taking literal meaning from its name, which means "peaceful place." Amanyara's central pond features reflections of the surrounding pavilion facades. Luminaries with GE ConstantColor Precise MR16 lamps reveal the pergola structures and uplight dominant white columns. Small feature trees are highlighted with GE 75-watt PAR30 halogen flood lamps that detail the trunks and punch light into canopies. A central dimming system controls all public area lighting to extend lamp life and create high contrast balance and modulation.



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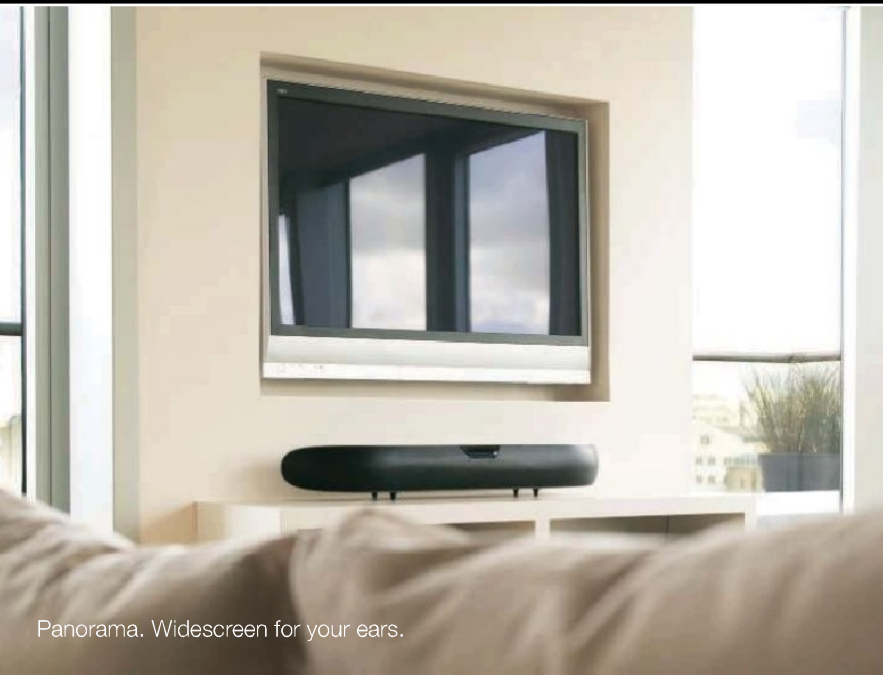
New Century Grand Hotel, Shanghai, China

As part of a dynamic, new mixed-use development in Shanghai, RTKL was commissioned to design the 27-story New Century Grand Hotel. The development offers innovative interiors designed to reflect the modern and traditional elements of its urban setting. A three-floor, glass-enclosed lobby features elegant lighted columns, stone floors and water fixtures, which serve as the building's focal point. Five dining facilities, including Chinese and Japanese restaurants, balance elements of traditional Asian culture with contemporary detailing. Guestrooms vary in size and mix bold colors, abstract artwork and modern furniture with soft lighting and luxury bedding.

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Get connected

More and more guests are traveling with portable media devices.

Some hoteliers estimate that 70 to 80 percent of business travelers carry a laptop computer into the guestroom, and 40 to 50 percent of business and leisure travelers bring their portable digital media players.

Here are four easy steps for designers to successfully implement guest connectivity centers:

Step 1: Start with your goal and desired budget in mind

“Before you even think about the design aspect, always make sure you have a clear goal and budget in mind for a GCC implementation,” says Jeremy Rock, president of the Rock-IT Group. “Without that, some aspect of the GCC implementation is likely to fall short of the owners’ or the guests’ expectations.”

Answers to the following questions will guide the design team, management team and ownership through a successful decision-making process and budget formation:

- What portable media devices do our guests expect us to support with a GCC?
- Where in the room will guests expect to connect their devices with a GCC?

Step 2: Select the guest connectivity center that meets your needs

In terms of installation options in a guestroom, there are four types of guest connectivity center products, with different positives for each: in-wall, in-furniture, desktop/tabletop and integrated with a sound system.



Jacob Buckstead
Principal consultant and managing partner
Hospitality Technology Solutions

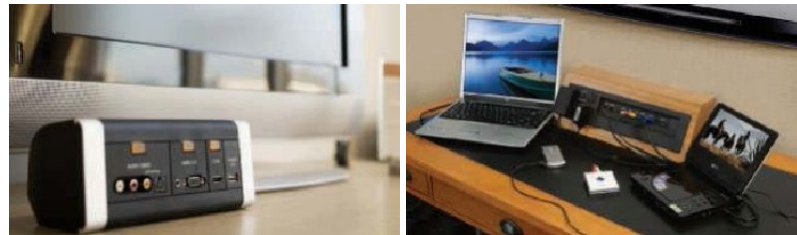
While the aesthetics of installing a GCC into a wall may appeal to designers, “putting guest connectivity centers into walls can be very costly, as licensed electricians may be required to install them, and they can be expensive to replace in case of needed repairs or a brand refresh,” says Bogdan Andriychenko, guestroom technology consultant at Hilton Hotels Corp.

“In-furniture implementations are often preferable to in-wall due to more flexibility in the design of the guestroom,” says Mike Kosla, director of sales at LG Electronics USA. “However, the desktop or tabletop is also a great option since installations can often be done with existing case goods, saving hoteliers money.”

A new option for GCC implementations is a sound system; models from Bowers & Wilkins, ZVOX, Denon and Bose offer options ranging from full guest connectivity centers integrated with the primary audio console to dock accessories.

Step 3: Determine where to place the guest connectivity center in the room

The old adage of “location, location, location” is as important in



PLUGGED IN Brands are looking to satisfy owners and guests with smart connectivity center implementation, such as Hilton Hotels Corp., which installed an in-furniture guest connectivity center (top) in their Sight & Sound rooms.

guestroom design as it is in choosing where to build a hotel.

“A guest connectivity center has to strike an aesthetic balance that allows it to blend into the hotel room but still be noticeable enough for guests to easily find,” says Al Williams, VP of design and construction for Hyatt Hotels.

“While still planning for ease of use by the guest, designers should also be careful to place a GCC where there is room for the guest to set his or her portable media device beside the GCC,” Andriychenko says. “You don’t want to create a safety hazard with guests stringing cables across a room to connect their device with the GCC.”

Step 4: Consider all aspects of the guest connectivity center implementation to formulate your budget

Budgeting for a guest connectivity center in a room design includes

much more than just the product itself. Factors to consider when formulating the per-room budget are: cabling/wiring (one wire versus multiple cables in a bundle), installation labor (union versus non-union labor and licensed electricians versus low-voltage wiring specialists), a stock of spares (in case installed GCCs are damaged by guest use) and even cables for guests to use to connect their portable media devices to the GCC.

“Designers should consider whether a GCC product requires a large cable bundle or a single wire connection to the TV,” says Jon Dumbauld, VP of sales and marketing at Communication Integrators. “Single-wire connections can reduce installation costs and be much easier to hide, as well as offer more placement options for the GCC in the room by enabling a longer distance between the TV and the GCC.”

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CIRCLE NO. 106

Southern hospitality

Old guard meets modern style
with the opening of the W
Atlanta-Buckhead

PHOTOGRAPHY / W ATLANTA-BUCKHEAD

The lobby at the W Atlanta-Buckhead is a tasteful take on the meshing of two cultures: the elegant southern lifestyle of one of the city's wealthiest neighborhoods and the modern vision of Starwood Hotels & Resorts Worldwide's W brand. Buck antlers take the form of a quirky chandelier, and classic Georgian-style columns get an update with backlighting and fluting. The fusion extends throughout the hotel, from the fishing- and hunting-themed walls juxtaposed with W's signature electronica music in the elevator, to the guestroom's Chippen- dale chairs at the orange technology-centric workspace.





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CIRCLE NO. 113

urban hotel

The customized product was the work of Thom Filicia and his design team. Filicia, who gained fame as a designer on Bravo TV's "Queer Eye for the Straight Guy" and hosts "Dress My Nest" on Style Network, specializes in bringing out the personalities of his clients. "The interior should tell the story of the people or the person [who's] there," he says as he walks through one of the hotel's 291 rooms. "In this project, my two clients were Buckhead as a lifestyle and W as a very modern hotel brand."

Filicia describes the resulting style as "country club chic," with traditional elements like four-poster beds and wing chairs done in a "modern, crisp, clean way."

The final product seems to be an effortless blend of ideas,



SOCIAL SPACE With the reinvention of the property from a Crowne Plaza to a W, the event space (above) and the Living Room, W's name for the lobby (top right), got stylish makeovers. The rooftop terrace and bar, Whiskey Blue (bottom right), was added on to the hotel as a nightclub project by the Gerber Group.



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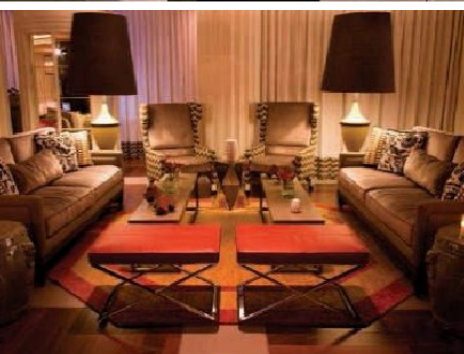
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*These savings represent estimated savings over time and were generated using general assumptions including energy loads, local weather averages and use of occupancy controls. Actual savings will vary according to actual use habits, room square footage, and how the unit is installed.



CIRCLE NO. 104



but its process hardly seems easy. Originally built as a Holiday Inn, the property was converted into a Crowne Plaza and then purchased to become the third W in Atlanta (the fourth W opened soon after). The original structure remains, with space added for the rooftop bar, Whiskey Blue, and the restaurant, Market.

“The hallways, all of the rooms—it’s all the original,” Filicia says. “With a new build, we would have had better ceiling heights ... and we would have had more flexibility with our layouts.”

Yet by the grand opening event in March, Filicia seems unfazed by any previous difficulties—he’s ecstatic, even. “It’s a fun project because taking something that was not intended to be what it is, and for it to feel as organic and natural in its environment is amazing.”

—Emily Hanna

COLOR CONNECTION The palette of orange, brown and blue in guestrooms was a well-thought-out plan. “You’ll see that this connects with that,” says designer Thom Filicia, pointing from the inside of a nightstand to the duvet cover to the paintings on the wall. “There is a rhyme and reason.”

PROJECT SPECS

Project: W Atlanta-Buckhead
Project cost: \$100 million
Timeline: May 2007-January 2009
Design firm: Thom Filicia Inc.
Owner: Noble Investment Group
Architect of Record: AI



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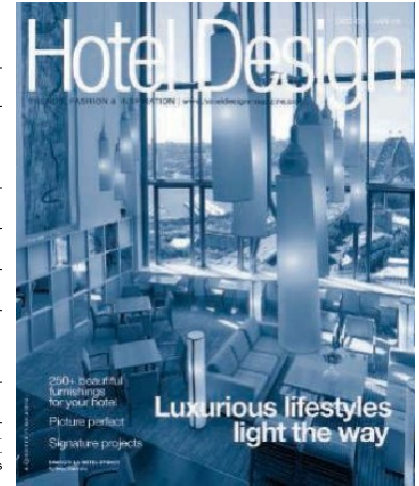
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1. Which of the following best describes your business relationship to the hotel, resort or spa industry?
(fill in ONE only)

Architects/Designers

- 01 Interior Design Firm designing hotel, resort and spa properties
- 02 Architectural Firm designing hotel, resort and spa properties
- 03 Contractor/Builder/Developer building hotel, resort and spa properties
- 04 Purchasing Firm buying FF&E for hotel, resort and spa properties
- 05 Other (please specify) _____

Owner/Operators

- 06 Hotel →
- 07 Resort →
- 08 Lodge →
- 09 Destination Spa
- 13 Headquarters or Regional Office: Franchises, Chains, Referral/Management Organizations
- 14 Hotel Property/Real Estate Developers/Independent Developers
- 20 Other (please specify) _____

If a hotel, resort or lodge, indicate the number of rooms:
(fill in ONE only)

- 1 300 Rooms or More
- 2 100-299 Rooms
- 3 Under 100 Rooms

30 Trade, Supplier, Dealer, Distributor or Manufacturer's Rep

50 Other (please specify) _____

2. Which of the following best describes your title?
(fill in ONE only)

- 001 Owner/President/CEO
- 002 Partner
- 003 Project Director/Manager
- 004 Purchasing Director/Manager
- 005 Architectural Director
- 006 Sr. Design Director
- 007 Other VP/Director/Manager
- 008 Interior Designer/Architect/Engineer
- 009 Other Design Personnel (please specify) _____
- 010 Other Management Personnel (please specify) _____
- 020 Other (please specify) _____

3. Owner/Operators (Lodges, hotels, resorts, spas)

A. If more than one, how many properties do you own or operate? (please specify) _____

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?

- 1 25 or more
- 2 10-24
- 3 5-9
- 4 1-4

5. Please indicate the number of employees at your firm's address, including yourself:

- 1 25 or more
- 2 10-24
- 3 5-9
- 4 1-4

6. Which of the following functions do you perform in the design/décor process?

- (fill in ALL that apply)
- 1 Program Planning and Concept
 - 2 Schematic Designer
 - 3 Design Development
 - 4 Architecture/Design/Development
 - 5 Installation
 - 6 Other (please specify) _____

89 None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):

- 1 More than \$10 Million
- 2 \$5M - \$9.99 Million
- 3 \$4M - \$4.99 Million
- 4 \$3M - \$3.99 Million
- 5 \$2M - \$2.99 Million
- 6 \$1M - \$1.99 Million
- 7 Less than \$1 Million

8. Type of ownership (for hotels and resorts only):

- 1 Chain
- 2 Franchise
- 3 Management Company
- 4 Independent
- 999 Other (please specify) _____

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of?
(fill in ALL that apply)

- 21 Apparel
- 22 Architectural/Building Products (including electrical, plumbing and other products)
- 23 Art & Accessories (including flowers and plants)
- 24 Communication systems, services and equipment (including audio/visual)
- 25 Furniture, fixtures, equipment (FF&E)
- 26 Wall coverings
- 27 Fabrics
- 28 Lighting Products
- 29 Flooring (including stone, tile, carpeting)
- 30 Security Systems
- 31 Window Treatments
- 32 Other (please specify) _____

99 None of the above

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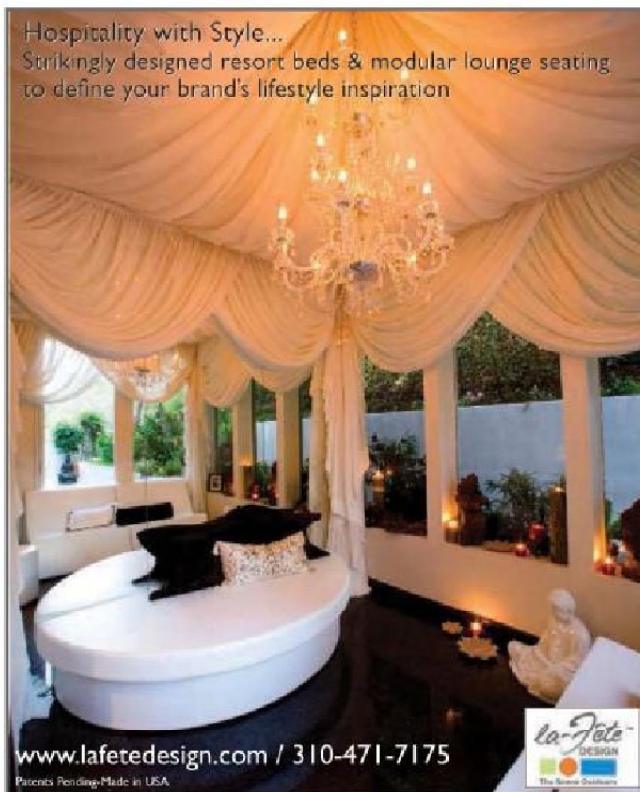
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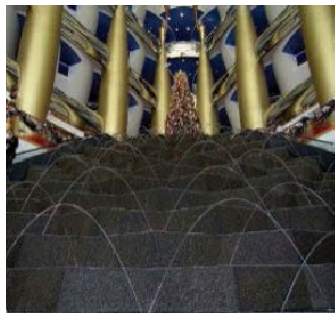
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