

# BDwest REVIEW: MASTER CLASS

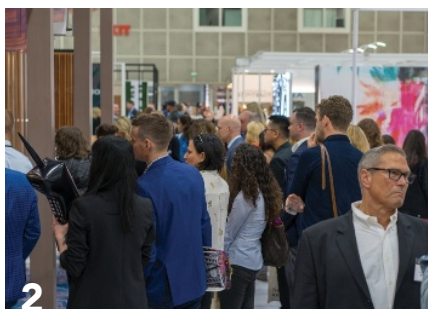
A HIGH-PROFILE ROSTER of international influencers, up-and-coming talent and industry power players flocked to the City of Angels this spring for Boutique Design West (BDwest). Held April 4-5 at the Los Angeles Convention Center, the trade fair and conference gave designers, architects, owners, operators, developers, purchasing agents and suppliers a two-day intensive on success strategies for maxing out business performance. More than 150 industry leaders spoke in 30-plus conference sessions, including BD's and NEWH's new pioneering Smart-Specs Interiors™ educational series, which provided insider insights on optimizing productivity and creativity.

The elevated trade fair atmosphere served as a gallery of inspiration for creatives, with more than 250 exhibitors showcasing the season's most innovative and trendsetting FF&E and four immersive Designed Spaces, while BDwest's signature hosted-buyer program delivered a personalized sourcing experience.

Attendees further tapped into the VIP vibe with a behind-the-scenes glimpse into the design of two of the city's hottest new properties, Hotel Figueroa and Hotel Indigo Los Angeles Downtown, as well as at the esteemed Boutique 18 & Up-and-Coming Hoteliers celebration.

"This year's conference program exceeded participation expectations and raised the bar for excellence," says Michelle Finn, president, Hospitality Media Group (HMG), which produces BDwest and its sister trade fair Boutique Design New York (BDNY), and senior vice president, ST Media Group Intl., which publishes *Boutique Design* magazine. "A stellar group of presenters delivered a wide spectrum of subject matter—from industry insights, specification writing and design and development trends to the digital revolution impacting the modern hotel. The intimacy of the fair and heightened focus on products and product knowledge enhanced attendee and exhibitor engagement."

BDwest 2019 will put attendees, speakers and exhibitors at the heart of the California hotbed for hospitality design again March 13-14 at the convention center. Until then, here's a scrapbook of highlights from this year's event.



BDwest returned to the grand Theatre at Ace Hotel for the second consecutive year to celebrate the latest roster of **1** Boutique 18 honorees and Up-and-Coming Hoteliers. **2** Attendees were abuzz on the trade fair floor during the show's first day. The insiders-only vibe was in full swing during a design tour of two of LA's hottest new properties: Hotel Figueroa, led by (left to right) **3** Christian Schultz, partner, Studio Collective; and Hotel Indigo Downtown Los Angeles, led by Jana Dadant, senior project designer, Hirsch Bedner Associates (HBA) and Nick Albert, director, illuminate Lighting Design. Preceding BDwest, attendees packed out cathedral-turned-event venue Vibiana for the Opening Reception. Guests at that soiree included **4** Barbara Best-Santos, ForrestPerkins; Janet Harrington, DH Hospitality; Lora Spran, NBC Universal Creative Studio; Debra Centurion, Wonderly's; **5** David Shove-Brown, //3877; Britni Flores, Studio McCormack; **6** Darci Sassen, OW Hospitality; Paula Azevedo, Duncan Miller Ullmann; Karin Harrington, Studio Partnership; Barbara Lazaroff, Imaginings Interior Design, Inc. / Wolfgang Puck Brand, IP; and Jordan Pilzer, D'style by Kimball Hospitality. The high-energy Hospitality Challenge Runway event, presented by the NEWH Orange County Regional Group and Los Angeles Founding Chapter at Exchange LA, served as a festive finale. Puccini Group's team earned top honors for its fairytale-themed garment titled **7** The Caged Mockingbird Sings: A Herstory Lesson.

**BDwest REVIEW: CONFERENCE SESSIONS**



At BDwest, attendees gathered insights from industry leaders on hot-button issues, starting with **8** *New in LA* with moderator Mary Scoviak, *Boutique Design*, and panelists Juan Pablo Torre, Tuck Hotel; David Dunphy, Studio HBA; David Oswald, Hilton; Amy Jakubowski, Wilson Associates; and Davis and Andrea Krumins, Davis Ink Ltd. Moderator Andrea Belfanti, ISHC, delved into **9** *Everything Designers Need to Know About CapEx and the Real Estate Cycle* with panelists Jill Cole, Cole Martinez Curtis and Associates Interior Design; Rick Pastorino, RevPAR Intl.; Suzanne Mellen, HVS; and Alan Benjamin, Benjamin West. Sponsored by AVIXA, **10** *The Digital Revolution Meets the Modern Hotel: An Audiovisual Lunch and Learn* explored A/V in hospitality with moderator David Labuskes, ceo, AVIXA, and panelists Lorraine Francis, Gensler; Michael Suomi, Stonehill Taylor; Jorge Treviño, Two Roads Hospitality; Karyn Steenkamp, Caesars Entertainment; Eric Nicolas, InterContinental Hotels Group (IHG); and Jay Pecotte, Hard Rock Intl. **11** *The ISHP/Boutique Design Owners' Grill* served up wit and wisdom about what's ahead for the hospitality industry with insights from panelists Michael Kitchen, Aparium Hotel Group; Jack Westergom, Manhattan Hospitality Advisors; Shirli Sensenbrenner, Two Roads Hospitality; Peter Connolly, Connolly & Co. Hospitality Advisors; Margaux Rotter, BLVD Hospitality; and Heather Maloney, Journal Hotels. During **12** *Brand Central*, panelists Larry Traxler, Hilton; Benoit Racle, Marriott Intl.; Amy Hulbert, Best Western Hotels & Resorts; Arash Azarbarzin, SH Group; and Tom Luersen, Two Roads Hospitality, shared their perspectives on how the industry's big names plan to stay ahead of the curve. **13** *Boutique Design's 2018 Up-and-Coming Hoteliers*: Brian De Lowe, Proper Hospitality; Michael Fuerstman, Pendry Hotels; and Severine Tatangelo, Studio PCH (speaking on behalf of honorees Robert De Niro, Nobu Matsuhisa and Meir Teper, Nobu Hospitality), detailed their maverick success stories. **14** *Boutique Design Power Players: Women Leaders in Hospitality*, cosponsored by NEWH and moderated by Scoviak, featured panelists Sue Firestone, SFA Design; Dana Kalczak, Four Seasons Hotels and Resorts; Pamela Babey, BAMO; Simone Mayer, FOH; Mari Balestrazzi, Hyatt Hotels Corp.; and Anu Saxena, Hilton Supply Management, talking about today's hottest issues. **15** *Hospitality Legends* Michael Bedner, Hirsch Bender Associates (HBA); Horst Schulze, Horst Schulze Consulting LLC (and cofounder, The Ritz-Carlton Hotel Co.); Barbara Lazaroff, Imaginings Interior Design Inc. / Wolfgang Puck Brand IP; and Wing T. Chao, Wing T. Chao Global Advisors (formerly with Walt Disney Parks & Resorts, Asia Pacific and Walt Disney Imagineering), debated trends, technology and the future of design. Todd-Avery Lenahan, TAL Studio, moderated and spoke on the importance of **16** *How Not to Sell Yourself Short: The Downside of the Design Business—Protecting Your Intellectual Property* with panelists Timothy Corrigan, Timothy Corrigan Inc.; Deborah Lloyd Forrest, ForrestPerkins; and David Davis, Rottet Studio.