

hospitalitydesign

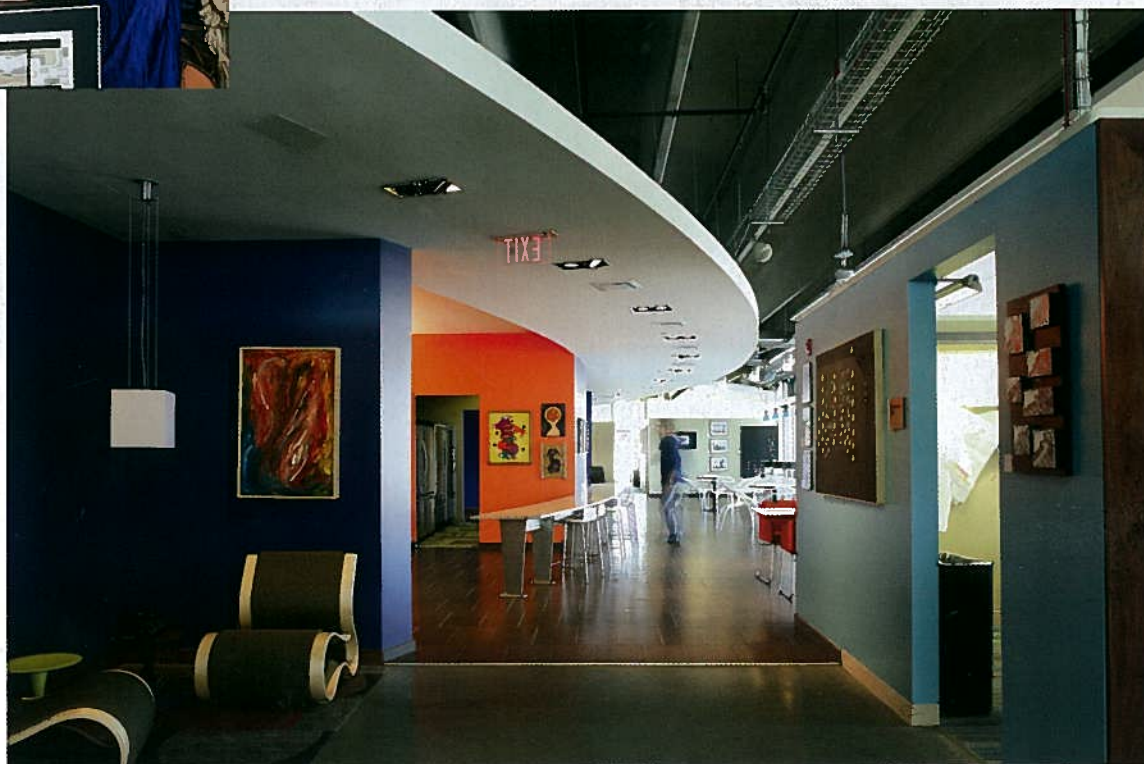
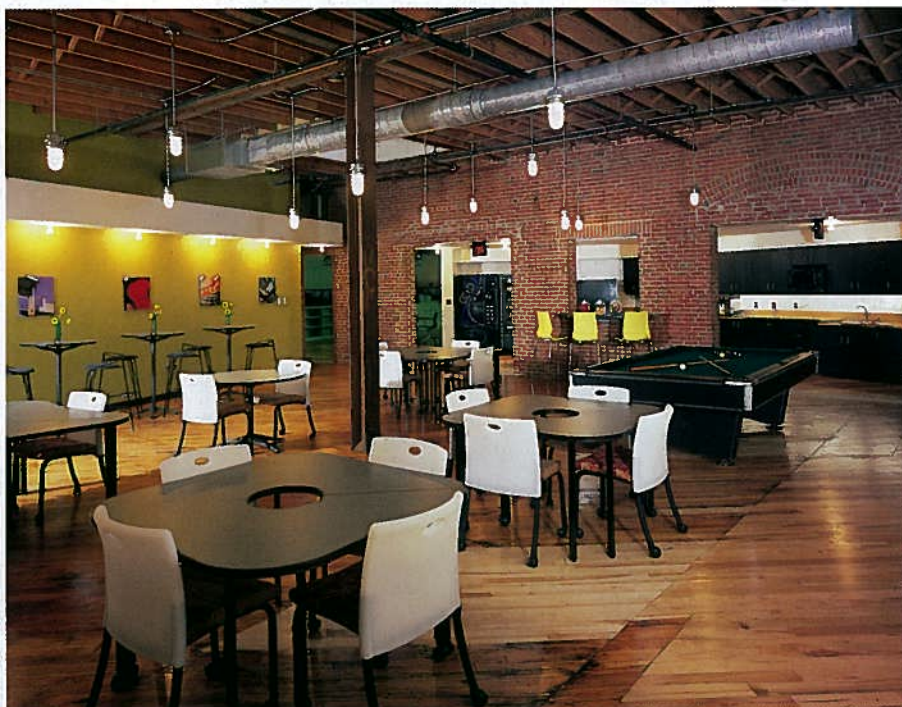


the people issue

meet the hd dozen
the red carpet
office hours

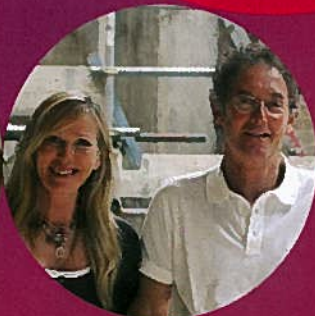
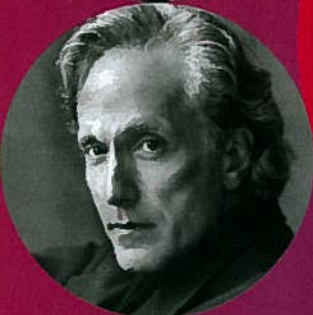
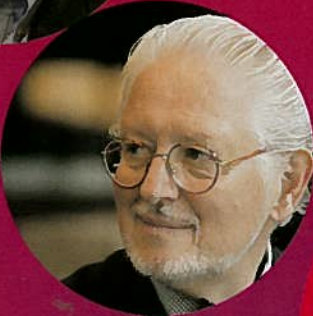


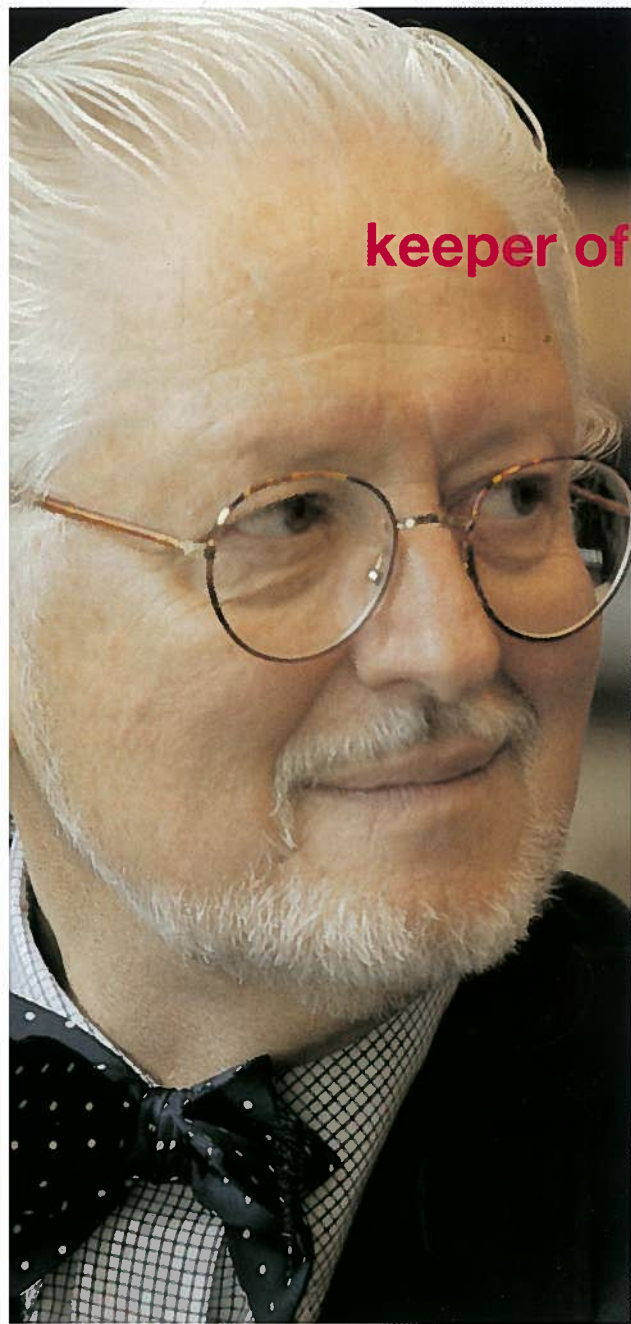
*This page, clockwise from top left: We didn't know why there was a porcelain hand holding incense sticking out of the wall at Tandem's Las Vegas office (we now know it's to "light the fire of creativity"), but we liked it; we've already petitioned our company after seeing the pool table at Baskervill's Richmond, Virginia office; HOK Sport Venue Event's office in Kansas City; we appreciate the attention to detail in the bookcase at Studio 1200, Union, New Jersey (flattery will get you everywhere); the HBA/Hirsch Bedner Associates Santa Monica, California, gang celebrates a hard day's work over some bubbly (sharing is encouraged). *Opposite page, clockwise from top:* We're also petitioning to move our entire operation to the Cooper Carry office in Alexandria, Virginia; Thomas Schoos poses with his English bulldog buddies Simon, Sadie, and Sofie at his West Hollywood office; the industrial looking Charleston, South Carolina, offices of Goff D'Antonio Associates.*



By Michael Adams, Tara Mastrelli,
Stacy Shoemaker Rauén, and Jana Schiowitz

the hd dozen





keeper of the flame michael bedner

A 1994 photo of Michael Bedner and Howard Hirsch caught on the beach and wading in evening clothes captures the warmth of a friendship and a gleeful, impudent style.

When the history of hospitality design is written, this photo might well come to seem iconic, for it is their partnership, which began when Hirsch hired Bedner as an entry-level "blueprint boy," and solidified with the creation of their namesake firm in 1964, that helped transform the industry from the mundane to the extraordinary. Hirsch and Bedner quietly but steadily brought a sense of style and creativity to the field long famous for predictability and safeness. This match made in design heaven lasted until Hirsch's death in 1997.

"Howard taught me that hotels needed a sense of place and the spirit of theater," Bedner says, "and that these qualities had to work in concert with functionality."

Now, 43 years after the firm's creation, Bedner as chairman and CEO of HBA/Hirsch Bedner Associates oversees an empire of design studios: 450 employees in 10 offices in destinations as far-flung as Dubai and Singapore. "We once worked on projects only in close proximity to the office," he says. "Now we're designing all over the globe and in many developing nations."

The secret to longevity? "Fear," for one, says Bedner, with a laugh. "I'm always concerned with doing the best job possible." Perfectionism, for another: "I don't think I've ever been 100 percent satisfied on a project."

And, oh yes, love. "I can't imagine being involved in any other profession or working with any other industry."

We trust that Hirsch would be extraordinarily pleased and proud with the results of his legacy. We doubt he would be surprised.

Right: Howard Hirsch and Michael Bedner in 1994. (Photo by Donna Day.) *Opposite page, clockwise from top:* The lobby of the Pan Pacific Seattle; private dining at the Ritz-Carlton Beijing; and the Westin Shanghai Bund lobby. (Photo of the Pan Pacific by Stephen Allard; photo of the Ritz-Carlton by Sun Xiangyu; and photo of the Westin by Peter Mealin.)

