

**HBAAnnounces Opening of Singapore’s Marina Bay Sands**

***Leading Interior Design Firm Collaborates with Moshe Safdie for Outstanding Global Project***

New York, NY (August xx, 2010) – HBA/Hirsch Bedner Associates, world-class hospitality design firm of the world’s most anticipated hotels, resorts and spas, announces today the opening of Singapore’s Marina Bay Sands on June 23, 2010. In collaboration with the internationally renowned architect Moshe Safdie, HBA is pleased to unveil Southeast Asia’s newest entertainment destination in the heart of the ‘Lion City’.

The most ambitious and architecturally stunning leisure and convention venue ever built is an iconic project for Singapore with one of the largest Meetings, Incentives, Conventionsand Exhibitions (MICE) spaces in the world. HBA was commissioned to design close to 3,000 rooms over 50 stories in the three towers, as well as one million square feet of MICE facilities for conventions, expos and world-class events.

For this exciting project, HBA worked in close partnership with architect Moshe Safdie who has been a visionary force in his field for more than 40 years.

“Collaborating with a superstar in the design world like Moshe Safdie again confirms HBA’sability to work on truly outstanding global projects,” said HBA Principal ILijaKarlusic. “It was a privilege to work alongside Mr. Safdie on one of the most iconic buildings in the world and integrate the interior into his amazing design ideas.”

HBA won the Marina Bay Sands contract after impressing the Sands Corp developers with outstanding design work on the Four Seasons Macau. For Marina Bay Sands; however, the property required a very different approach due to the large scale with ten times more resources than other projects.

The HBA team spent over 14 months on the concept stage, working in large workshops consisting of 30 to 40 design professionals at any one time. According to HBA Principal Alicia Loo, “It was a once in a lifetime project in terms of scale, including the amount of resources and size of team working on the project in different parts of the world.”

Construction progress was constantly monitored via webcam to ensure every stage of the project was a truly integrated process. The, unusual architecture, with a curved façade that is the signature of Moshe Safdie’s style also required unusually close collaboration with the architects. So HBA built an intimate working relationship with Safdie and his team to fulfill the entire vision of a truly integrated resort. Collaboration meant traveling frequently during the conceptualization stage to Boston where the MBS architect team is based.

**Design**

The architects had a very strong vision and the interiors were designed to complement it at every stage. The curving shape of the towers presented HBA with more than 100 different room types, many with significantly different shapes. HBA delivered a harmony among the various spaces by evoking a similar guest room experience, geared to the guest being a part of the architecture. In each room, the highest standards of comfort are rendered in local materials, elements and details. Given the full wall of windows, each room—and the entire resort as well—transforms from day to night.

HBA designers worked hard to combine all the Asian cultural influences into the project, especially in keeping with such a strong architectural aspect. The resort is a microcosm of Singapore itself, blending stylish sophistication and lush natural beauty. The elements HBA put in – the materials and furniture – layer in the best Chinese, Malay and Indian as well as Western cultural influences.

**Guest Rooms**

Guest rooms are offered in two main categories: City Rooms and Garden Rooms. Because Singapore’s views feature so significantly in the design of the rooms, HBA used tactile materials, sleek angles and minimal decoration to create contemporary, tranquil interiors.

**Suites**

HBA also designed the various suites, which are situated on the higher floors and command truly amazing views on both sides of the building. Suites spread across the towers’ width, opening to both city and garden.

**Meetings, Incentives, Conventions and Exhibitions**

The MICE space is enormous but HBA managed to break down the interior into different elements as if walking past a series of buildings in an abstract way. The fusion of such architectural elements ground the openness so that guests never feel lost or overwhelmed by the building’s size.

“The Marina Bay Sandswas a unique project for HBA,” commented Loo. “It is the first Sands property in Singapore and a project that has been uplifting, iconic and intriguing. This is a huge symbol for the country and we are extremely proud to be an integral part of it.”

For more information, please visit http://www.marinabaysands.com/.

**About HBA**

World-renowned as the “Number 1 Hospitality Design Firm” (Interior Design) and winner of six record-breaking awards (2010 Hospitality Design Awards), HBA/Hirsch Bedner Associates, unveils the world’s most anticipated hotels, resorts, and spas. Leading the hospitality interior design industry since 1964, HBA remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveler. The company’s international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level. HBA’s ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator.

HBA creates the signature look of traditional luxury brands, independent contemporary boutiques, urban resort spas, world-class residences, restaurants, casinos, and cruise ships. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With 500 designers around the globe in 13 offices and a recent expansion in Asia, HBA is a true global company with more than 75% of its employees now outside the United States. HBA’s international presence, combined with its extensive knowledge of the interior design industry, has facilitated the ability to rewrite the language of design with each new project.

For HBA in Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Brisbane, Melbourne, New Delhi, Dubai and Manila, visit [www.hba.com](http://www.hba.com).

###

**Media Contact**:

Melanie Weitzner

Syndicate Media Group

212 226 1717 | Melanie.Weitzner@SyndicateMediaGroup.com