



# LIFESTYLE & PORCELANOSA

**ROGERS STIRK HARBOUR AND LUIS VIDAL DESIGN** THE NEW **NOKEN** COLLECTION/  
**FRAN SILVESTRE** DAZZLES US WITH HIS 'CASA DEL ACANTILADO' / **HBA** CONTRIBUTES ITS VISION TO HOTEL EXCELLENCE / **PORCELANOSA GROUP** SHINES AT CERSAIE.



**FOSTER AND PARTNERS DESIGN  
PORCELANOSA'S HEADQUARTERS IN NEW YORK**



# HBA

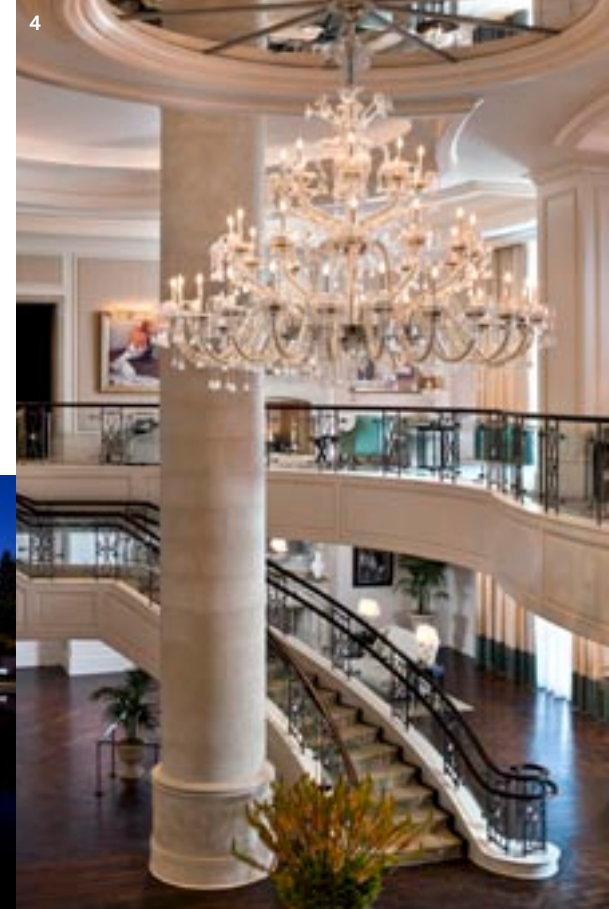
## LARGE SCALE INTERIOR DESIGN

It is the world's biggest and most influential interior design firm, and also the one with the most awards. Its teams have designed international hotels, resorts and spas, and have now begun working with **Porcelanosa Group** in Asia, where everybody praises their understanding of luxury.

Text: GEMA MONROY



1. The majestic lobby of the **China World Summit Wing, Shangri La Hotel** in Beijing, China. Ultramodern interiors are combined with elements of Chinese design and very chic Western elegance.
2. The Piacere restaurant at the **Shangri La Hotel Tokyo**. Located on the 28th floor, it offers exceptional views of Tokyo's Imperial Gardens.
3. Daybreak views from one of the private swimming pools of the **Anantara Qsar al Sarab Desert, in Abu Dhabi**.
4. Part of the staircase leading to the rooms in the **St Regis Atlanta**, in the United States.
5. The exterior of **Castel Monastero**, viewed from the swimming pool. This is a *borgo*, a historic Tuscan town in Tuscany, Italy, converted into a luxury hotel.
6. A Mediterranean feel in the bedroom of a suite at the **St Regis Saadiyat Island** on an idyllic island in Abu Dhabi.



They can define luxury as no other interior design firm can, either giving historic hotels their old glory back or creating new icons. HBA/Hirsch Bedner Associates have been breaking conventional moulds for 50 years and rather than setting trends, they offer inspiration to many followers. The key lies in identifying the distinctive character of each place and building spaces in harmony with their surroundings and the personality of those who are to use them. "In each project, we tell a story," sums up Ian Carr, the company's CEO in Singapore. "With drama, adventure, romance, suspense... we absorb the spirit of the local culture and the essence of the place and imbue it into every detail of our work. Just like archaeologists, we first have to recover the past so that we can preserve it." HBA already works with **Porcelanosa Group** on much anticipated projects such as the new Hyatt in Jeddah, Saudi Arabia, and the Baku Flame Tower in Azerbaijan.





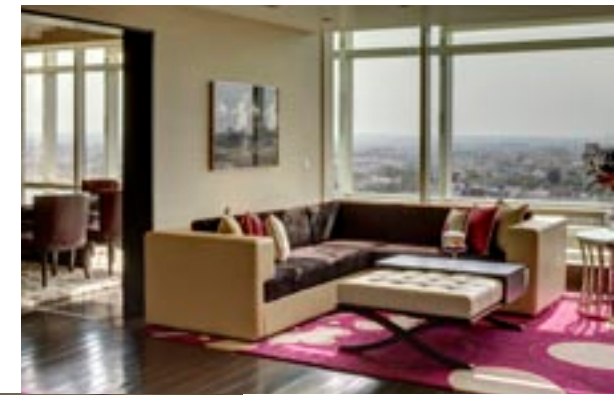
## INDIA

### Park Hyatt Hyderabad

A few minutes from Hyderabad's financial and business centre, HBA created a luxurious and contemporary hotel that adds new heights of sophistication to this cosmopolitan city.



The lobby of the new Park Hyatt Hyderabad with its spectacular granite atrium designed as terraces in order to maximise daylight. The Tre Forni Bar. All the restaurants and bars in the hotel seek to ensure interaction with their guests. The warm atmosphere and city views from the Tre Forni Terrazo. The restaurant is decorated in earthy colours, with wooden floors and



hand-carved tiles. The Presidential Suite, with natural materials and modern luxury. The bathrooms compare favourably with those found at the best spas. The swimming pool, in the impressive fitness centre, has a water temperature control system and views of the Banjara Hills.



HBA's interior design is characterised by its search for inspiration in the local surroundings, culture and traditions. The designers of the team, led by Greg Bates and Nicole Smith, spent several months getting to know the city of Hyderabad – visiting its museums and studying its architecture. As a result, Indian fabrics and colours suffuse the entire hotel. The highlight of this seven storey hotel is its impressive atrium, "a space designed as a number of terraces, allowing daylight to illuminate every corner, thus creating a comfortable feeling of security," explains Bates. With this job, HBA has completed 45 projects in India, a country in which the firm will design twenty further projects over the next years. Hyderabad's Park Hyatt opened in 2012 in Banjara Hills and is located between the airport, the Hi-Tech City and the Central Business District.



# CHINA Four Seasons Guangzhou

Once more, HBA has challenged the classic approach of hotel interior design. The result is a new design benchmark in Asia.



The skyscraper, by Wilkinson Eyre, measures 432 metres. The Four Seasons Guangzhou is on the 30 uppermost floors. The lounge invites guests to take in truly breathtaking views. The aim is for them to feel as if they are in the clouds. HBA drew inspiration from this ethereal building to create minimalist and delicate interiors replete with sophisticated features. *Right*, the ultramodern lobby area. In the background, the dramatic effect of Australian artist Matthew Harding's piece in red steel stands out.



**N**ext to the Guangzhou Opera House soars this 432-metre tower overlooking the Pearl River, a project by Zaha Hadid. This is the Guangzhou International Finance Centre, the latest icon in a city regarded as China's new economic engine. At the top, between the 70th and 103rd floors, the Four Seasons Hotel Guangzhou has become the new design benchmark in Asia. Connie Puar, from the Four Seasons, and the HBA team of designers headed by Ian Carr, the company's CEO in Singapore, were very clear: they wanted guests to feel as if they were in the clouds (a symbol of movement, of conveyance, in Chinese mythology). High-speed lifts, clad in red onyx that changes colour depending on which angle it is viewed from, lead to a lobby in light yet bright colours in which a red, steel sculpture by Australian artist Matthew Harding appears to be floating on a sea of glass. This is not the only artwork in the hotel. "Works



include *avant-garde* pieces and creations by artists from southern China," explains Sandra DeSouza, Director of Canvas, HBA's art consultancy. "The atrium where the lobby is located and around which the 344 rooms, including 42 suites, and the restaurants are arranged, is taller than the Statue of Liberty. The tower narrows as it ascends, which is why the major challenge for HBA was to adapt the inside spaces to its complex structural columns, that cut and cross each other in certain places. Thus, the layout of each room is different, and their only common feature is that the beds and the enormous triangular bathtubs are strategically placed to give the best views. "We wanted to encourage guests to look down," Ian Carr admits. "It is only natural that our design should relate to the fact that this is a skyscraper. We couldn't deny guests such spectacular panoramic views." Yet, above all, the "Four Seasons Hotel Guangzhou defies conventionalism and combines the highest luxury with daring *avant-garde* style," says Carr. ✂



Ethereal and spacious, the Italian restaurant Caffè Mondo is decorated in light-filled colours and a certain European air, yet incorporates *avant-garde* art elements. In contrast, the Chinese restaurant Yu Yue Heen, atmospheric and spirited, is in red and black. Its walls, carpets and flooring incorporate stylised traditional Chinese calligraphy. In the rooms and suites, the beds and bathtubs are strategically placed to take advantage of the panoramic views of the Pearl River's estuary and the city's urban scenery. The bespoke bedroom carpets, whose pattern represents the movement of the clouds, were custom designed by HBA. The bedrooms and bathrooms heighten guests' experiences. Lighting plays an integral role in the interiors, creating special ambiances.