



HBA & AVROKO COLLABORATE TO DESIGN EXTREME WOW SUITE AT W SINGAPORE

Hong Kong - 2 December, 2012 - Global interior design powerhouse HBA/Hirsch Bedner Associates and New York-based design firm AvroKO have partnered to create a one-of-a-kind Extreme WOW Suite at the new W Singapore Sentosa Cove. Adding to W Hotels' collection of signature suites, the latest Extreme WOW Suite offers an electrifying escape, blending the brand's edgy DNA and untamed greenery of Sentosa Island in a high octane feast for the senses.

The suite showcases innovative, experiential design combining the visionary expertise of HBA with AvroKO's evocative, ingenious style. By nature, all Extreme WOW Suites are unique – a fresh, fantastical interpretation of the conventional presidential suite – but the suite at W Singapore is designed to offer an unparalleled sensory journey, surprising and intriguing guests at every turn.

The Extreme WOW Suite's exaggerated and eccentric forms, technicolour finishes and highly reflective surfaces come together in an unfolding sequence. The "WOW" factor begins with a marble entry bar feature and dynamic, colour changing ceiling treatment that tempts guests into a spectacular living and party space – complete with a custom desk, integrated DJ booth and shimmering chandelier. A smooth reflective ceiling, patent leather panels and neutral stone flooring set the stage for exquisitely sumptuous materials, including a cool white marble dining table, bespoke Moooi Smoke burnt wood chairs and the softest Italian leathers. In the sitting room, a white leather egg-shaped hanging chair provides a complement to the plush L-shaped burgundy sofa, while nature-inspired accents – from metal floral details to a bloom-patterned carpet – remix with top tech amenities.

Sliding glass doors reveal spectacular marina views, with a balcony leading directly onto the suite's master bathroom. Standing in the centre of the room, a stainless steel, oval Jacuzzi bathtub and custom champagne ice wall reflect light from the cascading rods of a dazzling chandelier. A frosted glass partition unveils the adjacent master bedroom, where plush lilac mohair walls and a mirrored subway tile headboard provide a glamorous frame for a floating king-size bed, overlooking the iconic South China Sea. Cutting-edge technology reappears in the form of a B&O sound system and flip-down television concealed in a dark hardwood ceiling.

While the "Electric Jungle" narrative weaves throughout the hotel, it is especially concentrated in the rarefied world of HBA and AvroKO's Extreme WOW Suite, resonating with guests long after their departure. "Transporting guests not just through their physical surroundings, but also in their mindset, is something the designers always looks to achieve. Design innovation is key to the W brand and in the Extreme WOW suite we have created a truly unique sensory experience," said Ian Carr, CEO of HBA in Singapore.

“In capturing the essence of Sentosa’s tropical landscape and a fast-paced city lifestyle, we have succeeded in bringing W Hotels’ creative vision to life,” said Carr. “The “Electric Jungle” comes alive at the Extreme WOW Suite with colour, technology and a lush tactile sensibility.”

W Singapore, which opened to the world on 16 September, is situated only minutes away from downtown Singapore and a glamorous addition to the city’s luxury hotels category.

The Design Team:

HBA: Ian Carr, Connie Puar, Belinda Chia, Aziz Sidek and Emilie Tanlapco.

AvroKO: William Harris, Christine McGinnis and Cliff Lin.

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About HBA

World-renowned as the “Number 1 Hospitality Design Firm” (Interior Design) and honored in 2012 by the Hospitality Design Awards, Gold Key Awards, Perspective Awards, the Boutique Design Awards and the European Hotel Design Awards; HBA/Hirsch Bedner Associates, unveils the world’s most anticipated hotels, resorts, and spas. Leading the hospitality interior design industry since 1965, 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 over 900 designers around the globe in 15 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.

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Issued by Grebstad Hicks Communications on behalf of HBA.

For interviews, images, renderings and design details please contact:

Carol Kong / Sophie Bent

Grebstad Hicks Communications – Hong Kong

Tel: (852) 3163 0118 / 3163 0183

Email: carol.kong@ghcasia.com / sophie.bent@ghcasia.com