



HBA Announces Project Openings for 2013

*World's Largest Hospitality Interior Design Firm to Open Projects in 25 Countries
Around the Globe this Year*

(New York, NY– January 1, 2013) Global interior design leader HBA is pleased to announce its list of notable upcoming projects for 2013. With major, blue chip openings scheduled in 25 countries around the globe including in China, the UAE, India, Singapore, Sri Lanka, Russia, and Turkey, among many others, HBA is poised to maintain its position as the world's leading hospitality interior design firm. Following the opening of four new offices in 2012 (Beijing, Istanbul, Moscow, and Thailand), the new year will see HBA continue its aggressive growth strategy in the Middle East and China, among other emerging and untapped markets.

With 15 offices across four continents and a portfolio of more than 1,000 projects that span over 80 countries, HBA is uniquely positioned to maximize both its global reach and resources while harnessing the skills of its individual design teams on the personal and small scale. Over the years, HBA has partnered with some of the most prestigious hospitality brands in the world, including the Waldorf Astoria, Ritz-Carlton, Four Seasons, St. Regis, and Grand Hyatt, among many others. The design for each new HBA property blends tradition with innovation, while taking into account the unique characteristics, history, and culture of its setting.

This year will see an impressive list of highly anticipated new openings for HBA, over 50% of which will happen in China. HBA is responsible for 25% of all new developments in mainland China and has consistently demonstrated its on-going commitment to the country, most recently exemplified by the Four Seasons Guangzhou and the Four Seasons Beijing, both of which opened in 2012.

2013 will also see HBA continue its aggressive growth strategy in the Middle East, a region that remains significant and important for the firm. In the Kingdom of Saudi Arabia as well as Oman, and the UAE, tourism is on the rise and the regions are seeing a renaissance in hospitality projects. HBA recently completed the design of the St Regis Saadiyat Island, the first St Regis hotel in the Middle East, as well as the St Regis Nation Towers – both located in Abu Dhabi. Like other HBA projects, the designs for these properties in the Middle East blend cultural detail and history with sophisticated design in order to create exceptional, brand-reinforcing properties.

Significant upcoming HBA projects for 2013 include:

Shangri-La Jing An, Shanghai, China
St Regis Nation Towers, Abu Dhabi

Raffles Jakarta, Indonesia
Grand Hyatt ShenYang, China
Four Seasons Shenzhen, China
Raffles Istanbul, Turkey
Fairmont Baku Flame Towers, Azerbaijan
Vanderbilt Mansion, Florida
Intercontinental Doha
Corinthian Hotel Benghazi
Grand Hyatt Mecca
Dreamworld Theme Hotel, China
Fairmount Lake Louise-Lake Louise, Canada
Hilton Santa-Fe, Mexico City, Mexico
Fairmount Heritage Place Ghiradelli Square
The Royal Suite at the InterContinental Park Lane London
The Alpina Gstaad
Cloud 23 Bar, London
Waldorf Astoria, Ras al-Khaimah

HBA's expert designers and executives are available as sources to provide design information on hospitality and residential projects as well as industry trends in markets worldwide. Images, renderings and design details for all HBA properties are available upon request.

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 over 1,000 designers around the globe in 15 offices, 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 Atlanta, Beijing, Dubai, Hong Kong, Istanbul, London, Los Angeles, Manila, Melbourne, Moscow, New Delhi, San Francisco, Shanghai, Singapore, and Tokyo, visit www.hbadesign.com.

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