



HBA/HIRSCH BEDNER ASSOCIATES ANNOUNCES SEVERAL COMPANY PROMOTIONS, OFFICE AND PROJECT OPENINGS IN 2015

WORLD'S NUMBER ONE DESIGN FIRM ELECTS TWO NEW PARTNERS; ANNOUNCES FIVE NEW OFFICES IN MIAMI, MACAU, MUMBAI, AND GUANGZHOU

(Santa Monica, CA, xx date) – HBA, the global leader in hospitality design, today announces the appointment of two new Partners bringing the firm's total to twenty four across the globe, a Principal and three Associates are named at HBA San Francisco.

“We have specifically targeted new Partners who we feel are contributing great value to HBA and who we believe will grow HBA in the years to come,” commented Ian Carr, co-CEO of HBA. “Our new Partners have proven dedication to HBA's culture of creativity and quality as well as providing impeccable personalized service to each of our individual clients.”

Darrell Long, formerly Design Director/Associate at HBA Los Angeles, brings his proven track record of managing complex projects with an unyielding sense of creativity and desire for pushing the boundaries of design to his new role. Long has practiced interior design for 18 years and covers hospitality, residential, retail, and recreation design. He is currently the lead interior designer on 8950 Sunset Blvd, a boutique hotel in the heart of the active Sunset Strip that promises to be a triumph of technology and design.

Sandra Cortner, formerly the Principal of HBA Atlanta, has more than 30 years of design experience and creating some of the most celebrated properties in the world including Jing An Shangri-La, Shanghai, Mandarin Oriental, New York, and Raffles Istanbul. Sandra's penchant for creating distinguished luxury spaces amongst the world's most notable hotel brands makes her a leading force at HBA and an exceptional leader for the Atlanta office.

Additionally, HBA has named one new Principal and three new Associate designers in the San Francisco office; Meghann Day will serve as Principal while Brooke Copani, Natalia Khaw, and Natalie Reeve will serve as Associates. Todd Ellenberger has been named Associate in the Atlanta office.

“HBA prides itself on hiring employees with leadership potential, integrity, creativity, and the ability to work with people at all levels and locations. These team members never deviate from the company's creed that design quality and client service are what sets HBA apart,” said Rene Gross Kaerskov, co-CEO of HBA.

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To further cement its position as the world's leading hospitality interior design firm, HBA will be opening four new offices in 2015: HBA Miami, HBA Macau, Studio Mumbai, and Studio Guangzhou. "We continue to expand our global reach with the opening of these new offices, says Gross Kaerskov." "HBA thrives on being a global business with a focus on local service. Our strength allows us to deliver world-class service to our clients on a local basis."

The Miami office will have a keen focus on new business in South America. The Macau office will be focused on designing casinos. Studio Mumbai and Studio Guangzhou are positioned to take advantage of the growing markets in which they reside.

The notable list of highly-anticipated openings for HBA in 2015 includes:

- Indigo Bangkok
- NUO Beijing
- Grand Hyatt Mecca
- Ritz Carlton/JW Marriott Galaxy Macau
- Raffles Jakarta
- Hilton Haikou
- Hauluxe Nanchang
- Indigo Taiwan
- Hilton Wenchang
- 230 Peachtree
- Shangri-La Fort Bonifacio
- Sifang Collective
- LC Nanjing

HBA continues to define the industry of hotel design focusing on a constant refinement of design offerings and the nurturing of their employees. "We have a responsibility to our industry and our clients to think beyond the normal and push the bar of excellence. We do so with a team of more than 1600 designers committed to being the very best they can," said Ian Carr.

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 HBA projects are available upon request.

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About HBA/Hirsch Bedner Associates:

World-renowned as the “Number 1 Hospitality Design Firm” by *Interior Design* and honored in 2014 by the Gold Key Awards, Hospitality Design Awards, International Hotel Awards, Society of British Interior Design Awards and the European Hotel Design Awards; HBA/Hirsch Bedner Associates, unveils the world’s most anticipated hotels, resorts, casinos and spas. Leading the hotel 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 looks of today’s luxury brands, independent contemporary boutique hotels, urban resorts spas, world-class residences, restaurants, and casinos. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With more than 1600 designers around the globe in 21 offices and a recent expansion in several locations in Asia, HBA is a true global company with more than 85% 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, Bangkok, Beijing, Clark, Dubai, Hong Kong, Istanbul, Kuala Lumpur, London, Los Angeles, Macau, Manila, Melbourne, Miami, Moscow, Mumbai, New Delhi, San Francisco, Shanghai, Singapore and Tokyo, visit www.hba.com.

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