

**HIRSCH BEDNER ASSOCIATES DEBUTS FURNITURE COLLECTION IN COLLABORATION WITH SICIS**

***Design Powerhouses Unveil HBA Collection for SICIS To the Trade in Milan***

**New York (May 20, 2013)** – Hirsch Bedner Associates (HBA), the global leader in hospitality design, has launched a new partnership with renowned Italian jewelry and mosaic art manufacturer, SICIS, and unveiled its first collection of design-forward furniture: HBA Collection for SICIS. The two companies joined creative forces to produce the 11-piece line, which debuted at the 2013 Salone Internazionale del Mobile Fair in Milan in April.

HBA Collection for SICIS is comprised of 11 distinctive and versatile pieces, from customizable chairs, tables and beds to couches and lighting pendants inspired by SICIS’ exquisite jewelry along with elements from nature. This marks HBA’s first time designing a furniture collection, pairing the best of the firm’s visual expertise with SICIS’ manufacturing and technical savoir-faire. The new line satisfies a desire in the marketplace for pioneering design that is adaptable, customizable and available to meet the short-lead demands of hospitality and residential interior designers.

HBA Collection for SICIS was conceptualized by an internal think-tank of HBA’s leading designers. Senior Designer Pierre Josselin approached the project as a strategic research and multi-faceted development opportunity to design a line that was beautiful and complex, yet functional.

The line features an eclectic mix of aesthetics separate from traditional stylistic molds and can be purchased at the SICIS showroom in New York. The 11-piece collection includes:

* **Reflect Console** | An elegant, multi-faceted piece that features a burst of vibrant orange, this console is made of prism and has a three-dimensional quality that brings intrigue and elegance to any room.
* **Kara Console** | With its sleek, sharp lines and a modern design, the Kara Console represents the simplest process of evolution.
* **Element K Pendant |** This pendant features brilliant lighting and embodies the light quality of a diamond in the rough that acts as a piece of jewelry for any interior.
* **Queen B Side Table** | Another piece inspired by jewelry, the Queen B Side Table was designed to mimic a set of bangle bracelets stacked one on top of another in varying colors and textures to accessorize any room.
* **Ian Chair** | The Ian chairs bring a sophisticated rhythm to a dining room with their cleverly placed metal inlays positioned in the back of each chair at varying heights.
* **You and Me Dining Chairs** | This set of dining chairs create an elegant ring around a large dining table and with their imaginative design using three distinct layers of color.
* **Campbell Coffee Table |** The table acts as a jewelry box for the living room with its clean shell on the outside which encases a magnificent hidden layer of echoing diamond patterns on the inside.
* **Why Collection** | A truly versatile line, Why offers designers endless possibilities – by folding the metal at different scales, the piece can become a nightstand, stool, console or evolve into a larger piece like a desk or chest of drawers.
* **Ethan Sofa |** Upholstered in leather, this sofa features a beautiful sunburst stitching detail through the back. The rounded edges and front arch makes this a stand-out piece in any lounge.
* **Knatt Side Tabl**e | The color and inlay mosaics on the cylindrical body of the Knatt are customizable, giving designers infinite possibilities.
* **Serene Bed** | The bed is cleverly integrated with side tables, which were inspired by flowers, to bring a sense of nature’s soothing elements into the bedroom.



*From left to right: Campbell Coffee Table, Element K pendant, Ethan Sofa, Ian Chair, Why Collection, Knatt Side Table, Queen B Side Table, Reflect Console*

“SICIS is a visionary company best known for creating beautiful works of mosaic art. The collaboration was a natural fit for us,” said Pierre Josselin, senior designer. “Each designer on our team was challenged to create magnificent pieces that were both wildly innovative and realistically functional, reflecting their point of view but also relevant to HBA and SICIS. This is a line of furniture designed by interior designers, for interior designers.”

HBA and SICIS have a strong partnership as a result of their cooperative work over the past decade on hospitality and residential projects throughout the world. Along with SICIS’ 25 years of innovative manufacturing and production experience, HBA lends nearly 50 years of experience in creating iconic hospitality spaces and a comprehensive understanding of context.

“Five years ago, we started incorporating furniture manufacturing into our collection of products, responding to demand from our clients,” said Amy Tanenbaum, executive vice president of SICIS North America. “Only an imaginative company, such as SICIS, is willing to undertake the risk of a new discipline and run with it. It is most exciting to take a working designer’s vision from paper and bring it to life.”

HBA and SICIS are both visionaries in their respective disciplines, offering one another perspective and insight for a special partnership, resulting in an exemplary furniture collection.

**About HBA**

World-renowned as the “Number 1 Hospitality Design Firm” (Interior Design) and honored in 2012 by the Gold Key Awards, Hospitality Design, 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 1,000 designers around the globe in 16 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, Melbourne, New Delhi, Dubai Moscow, Istanbul, Thailand and Manila, visit [www.hba.com](http://www.hba.com).

**About SICIS**

Founded in 1987 by Leo Placuzzi, SICIS has since expanded to become a global company that is recognized as both leader and legend in the world of mosaics, furniture, and fine jewelry. Revered for their exceptionally exquisite Italian mosaics, made in Ravenna, SICIS continues to entice by preserving their admirably high artisanal standards and seeking out cutting edge technology. SICIS offers an extensive portfolio encompassing high profile hospitality, commercial, architectural, residential, and retail projects around the globe. Enviably innovative in their modus operandi and committed to esteemed creative endeavor and adaptability, SICIS continues to revolutionize the world of lifestyle with poetic insouciance.

For more information on Sicis in Ravenna, Milan, New York, Paris, Bruxelles, Dubai, New Delhi, Tokyo, Rome, Moscow, Seoul, Istanbul, Hong Kong, Tel Aviv, please visit [www.sicis.com](http://www.sicis.com).