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**HIRSCH BEDNER ASSOCIATES (HBA) TAKES INSPIRATION FROM FILIPINO FASHION ICON BEA VALDES TO DESIGN SHANGRI-LA AT THE FORT IN MANILLA, PHILIPPINES**

*New Hotel Embodies Next Generation of Shangri-La Hotels in Manila, Takes Design Cues from Filipino Fashion, Furniture and Art*

**ATLANTA (June 17, 2016)** – Hirsch Bedner Associates ([HBA](http://www.hba.com)), the world’s leading hospitality interior design firm, has completed the design of the fashion-forward Shangri-La at Fort Bonifacio, which recently had its soft opening in Manila, Philippines. The Fort lives up to its highly-anticipated opening with its strong brand identity steeped in Filipino couture, while simultaneously being next-generation in design and function.

“In designing the Shangri-La at the Fort, we aimed to appeal to the hotel’s younger guest, a target demographic, who needs a strong sense of arrival. We catered to their needs by creating a strong sense of arrival that welcomes guests with dramatic lighting and fixtures accompanied by plenty of community spaces that invite travelers to socialize,” said HBA Partner Sandra Cortner. “We drew inspiration from local Filipino fashion, jewelry and antique gold and used vast amounts of design talent straight from the Philippines in textiles, furniture and art. The finished product is described as elegant with Asian influences that are fresh, natural and warm.

The fashionable grand lobby features a dramatic custom chandelier by Lasvit, inspired by an intricate vintage broach. Behind the custom-designed concierge and bellman’s desks is a series of textile art pieces by noted fashion designer Bea Valdes. The floor is designed with Statuario select marble slabs, to achieve a dramatic, yet welcoming arrival. Adjoining to the lobby is the lobby lounge, a rich, luxurious venue with high ceilings, custom artwork and an “inverted” chandelier also by Lasvit with custom carpets designed in conjunction with SEP designer Esther, custom leather panels by Townsend, and artwork by Jinggoy Buensuceso. A grand curving staircase leads to the mezzanine level which houses specialty restaurants, ballrooms and other function spaces.

Rather than use traditional chandeliers in the ballroom, HBA used thousands of hanging crystals dripping from above as lighting, reminiscent of intertwined crystal necklaces. Fashion forward carpets by SEP Designs made with LUREX metallic yarns and other luxury fibers were used, while walls were wrapped in intricate pleated fabrics with mother-of-pearl detailing inspired by men’s fashion to continue the fashion theme throughout.

Guest areas seamlessly carry the fashion detailing throughout with custom-woven textile artwork with motifs from the distinctive Filipino Barong, a men’s embroidered formal shirt. The soft palette continues into the guestrooms with paneled wood inlay details. Rather than implement large traditional case pieces, HBA designed custom boxes to create lighting details and house the in-room safe.

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**About HBA/Hirsch Bedner Associates:** World-renowned as the “Number 1 Hospitality Design Firm” by *Interior Design,* HBA/Hirsch Bedner Associates unveils the world′s most anticipated hotels, resorts, casinos and spas. In 2015, HBA was honored by *Boutique Design's* Gold Key Awards, *Hospitality Design's* Platinum Circle Awards, Best Interiors of Latin America and the Caribbean, I Design Awards and the China Hotel Starlight Awards. 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 1,500 designers around the globe in 23 offices and a recent expansion in several locations in Asia, HBA is a true global company. 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. In the past six years, the firm has launched six additional divisions, including [Illuminate](http://www.illuminateld.com/), [Studio HBA](http://www.studiohba.com/en/index.html), [Canvas](http://www.canvasartconsultants.com/), [HBA Architecture](http://cp.mcafee.com/d/5fHCNEe3x0SyMUOUqen3hOed79KVJeVEVuvsvvsjdFETvKOOCUYrjKqenDT7TT63qab3bP2oV5YTgDVVVrz_cOw2yp3undAO6YKrK_XfIzD-LObb3ObP3fnKnjhd7av9K8I3DHTWyaqRQRrzCul3PWApmU6CQPqtPt-hojuv78I9CzATsS029AdSdysF_qrsvVvfxw5Y3zsOuBAfw2BmUH4ORi4pv3BPqpEVsv7cECNs1kzh09lxeeSCq8avVmk29Ew9REJauDOCmd42QqyfSDgQgjGq85CO1YG4PrWpKXYHp8lj3z3l), [HBA Graphics](http://cp.mcafee.com/d/FZsS938srhospsd7bxEV76zATsSDsQsLfKfLK9CQQrLTppjsudFTd7bPXzXXz1J55xBVxcsy-rEjYYYJN_Cpg1hcxLbCOp3undTvZDShP_nV5BxV5VxDHTbFECzBfAT4m1PRXZh5dqWqJNPfaxVZicHs3jr9JeVK_8I9LfzAm4PhOrKr01AO6AoWIjBqASQ9lVv3sOuBAfw2BmUH4ORi4pv3BPqpEVsv7cECNs1kzh09lxeeSCq8avVmk29Ew9REJauDOCmd42QqyfSDgQgjGq85CO1YG4PrWpIi59hX0U) and [HBA Residential](http://www.hba.com/services/residential/).

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